

# **California Travel Impacts by County, 1992-2001**

## **2002 Preliminary State Estimates**



**A Joint Marketing Venture of  
The California Travel and Tourism Commission  
& The Division of Tourism  
California Technology, Trade and Commerce Agency**

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**TRANSIENT OCCUPANCY TAX RECEIPTS** (*available at [www.deanrunyan.com](http://www.deanrunyan.com)*)



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## **PREFACE**

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2001 and to provide preliminary statewide estimates for 2002. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of the earnings, employment and tax revenue.

This study was prepared for the California Travel and Tourism Commission and the Division of Tourism, California Technology, Trade and Commerce Agency. Special thanks are due to Eileen Hook, Research Manager of the California Division of Tourism, for her support and assistance.

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## **1. INTRODUCTION**

This report describes the economic impacts of travel to and through the state of California over the time period 1992 to 2001. Preliminary estimates for 2002 are provided at the state level only, and will be revised when more complete data become available. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were derived from various local, state and federal sources. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year at the state and county levels.

A description of the RTIM methodology is included in Appendix A.

### **TYPES OF TRAVEL IMPACTS INCLUDED**

Most of the travel that occurs in California is included in the scope of this analysis. All trips to California by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of destination spending. Outbound air travel impacts are included in the air transportation category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

The terms "traveler" and "visitor" are used interchangeably in this report. Both represent a person who is traveling in the state of California, away from his or her home, on a trip as defined above. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical or educational purposes.

## **AIR TRANSPORTATION AND TRAVEL ARRANGEMENT**

This analysis focuses on travel and tourism as a component of local and statewide economies, and therefore focuses on destination-specific impacts. However, some impacts associated with non-destination-specific spending and employment are included. These non-destination-specific industries are air transportation and travel arrangement (travel agents and tour operators). These industries are classified as non-destination-specific because they provide services for travel to, through and from specific destinations. It is important to note, however, that the impacts of these industries (e.g., employment) occur within specific geographic areas, primarily those with commercial airport facilities.

Thirty-three counties in California had scheduled passenger air transportation in 2001. The associated employment impacts are allocated in this report to the county in which the employment is based. The associated spending impacts are also allocated to that county as non-destination spending.<sup>1</sup> However, it is important to recognize that the benefits from air travel also extend to those counties that do not provide air transportation. This might include, for example, an overnight visitor in Mendocino County who traveled by air from Chicago to Oakland.

Because air transportation facilities provide travel services that benefit businesses throughout the state, it is appropriate to include air transportation as a component of the travel industry. But because of the regional character of air travel, it is sometimes useful to exclude this sector when analyzing local economic impacts. These considerations are, of course, most relevant with respect to those counties with the largest air transportation impacts.

## **DIRECT VERSUS INDIRECT IMPACTS OR “MULTIPLIERS”**

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Indirect or “multiplier” effects, which refer to the additional spending of businesses and employees induced by travel spending, are not included.

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<sup>1</sup> San Francisco and San Mateo counties are the only exception. The employment associated with air transportation employment in San Mateo County is allocated to San Mateo, whereas most of the air transportation travel spending is allocated to San Francisco.

## IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale
Total Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers as well as proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases
State Tax Receipts	State taxes, such as sales and gasoline taxes, attributable to travel expenditures and business taxes as levied on travel industry firms and employees

## VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground
Public Camper	Travelers staying in a publicly managed campground such as those managed by California State Parks, the U.S. Forest Service or the National Park Service
Private Home Visitor	Travelers staying as guests with friends or relatives
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California

The “travel industry” as described in this report refers to a collection of businesses that provide goods and services to the traveling public. These types of businesses are coded according to the U.S. Office of Management and Budget's Standard Industrial Classifications (SIC). The level of detail at which traveler expenditures are attributed to business categories, as well as the specific assignments to SIC codes, are shown in Appendix C.

## **PRELIMINARY ESTIMATES**

Preliminary estimates for 2002 were prepared at the state level only. These estimates take advantage of the most current state-level data for California and provide the timeliest measure of travel spending and the associated impacts in the state. While based on a consistent methodology and comparable data sources, full-year data was not available from all sources. In these cases, projections of state-level travel activity were made based on partial-year data.

Estimates produced using the state estimation method can differ from final county level impacts. The estimates produced by each method should be generally close, but not identical. Differences exist due to the availability of detailed county level data. Dean Runyan Associates and the Division of Tourism reserve the right to revise these estimates in the future as additional information relating to travel and its economic impact in 2002 becomes available.

## **REPORTING OF DETAILED ESTIMATES**

All dollar amounts for travel spending, earnings and tax receipts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from  $37 + 57 = 94$ ).

Local taxes refer to all city and county taxes. These include local sales taxes and room taxes. Property taxes are not included. State taxes include the state sales tax, the state gasoline fuel tax, and income taxes on travel industry firms and employees.

## **INTERPRETATION OF IMPACT ESTIMATES**

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- When comparing the impact estimates associated with different locations or different time periods, it is more appropriate to focus on destination spending (which excludes air transportation) rather than total travel spending.

- The estimates in this report are expressed in current dollars. There is no adjustment for inflation with the exception of the graph on page 8.
- The employment and business service categories found in the impact tables do not perfectly correspond to the industry categories used in various state and federal government publications. The spending and employment categories used in this report refer to a particular type of service, as opposed to an industry classification. For example, the accommodations category in this report includes only that spending or employment attributable to paid accommodations. It does not include spending on eating and drinking in a hotel restaurant or recreational services provided at a resort. In addition, government employees are not distinguished from the employees of commercial enterprises, as is often the case in other data series published by government agencies.
- These estimates supersede all estimates previously published.

## **REPORT CONTENTS**

Following the introductory chapter, Chapter 2 provides an analysis of travel impacts at the state level for 1992-2002. Chapter 3 contains detailed county-level tables for the years 1992 through 2001, as well as other county-level tables. A description of the RTIM methodology is included in Appendix A. Definitions of the travel terms used in this report can be found in Appendix B. Appendix C lists the relevant business classifications (i.e., SIC codes) used to represent travel industry businesses.

Transient occupancy tax receipts by jurisdiction are available on the website of Dean Runyan Associates ([www.deanrunyan.com](http://www.deanrunyan.com)). This information is periodically updated.





## 2. THE STATE

The multibillion-dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

During 2002, preliminary estimates show that travelers to California contributed \$75.8 billion to the state economy. This spending directly supported over one million jobs with total earnings of \$24.9 billion and generated \$4.7 billion in state and local tax receipts. Since 1992, travel spending has grown an average of 4.6 percent annually while earnings generated by this spending have increased at 4.3 percent per year. The rate of inflation during this same time period was 2.7 percent per year.<sup>2</sup>

### California Travel Trends, 1992-2002p

Year	Travel Spending		Employment (000 jobs)	Earnings (\$Billion)	Tax Receipts		
	Destination (\$Billion)	Total (\$Billion)			Local (\$Billion)	State (\$Billion)	Total (\$Billion)
1992	41.5	48.6	905	16.3	1.0	2.0	3.0
1993	42.3	49.9	910	16.6	1.0	2.0	3.0
1994	43.6	51.5	942	17.2	1.0	2.1	3.1
1995	45.6	54.0	960	17.9	1.1	2.2	3.3
1996	49.7	58.6	1,009	19.3	1.2	2.4	3.6
1997	54.4	63.4	1,065	21.0	1.4	2.6	4.0
1998	57.0	65.4	1,051	22.0	1.5	2.7	4.2
1999	61.4	70.0	1,088	23.4	1.6	2.9	4.5
2000	66.0	75.4	1,097	24.9	1.7	3.1	4.8
2001	65.3	74.9	1,044	24.8	1.7	3.0	4.7
2002p	66.0	75.8	1,030	24.9	1.7	3.1	4.7
*Annual Change							
01-02p	1.1%	1.2%	-1.4%	0.8%	-1.7%	1.9%	0.6%
92-02p	4.7%	4.6%	1.3%	4.3%	5.5%	4.4%	4.8%

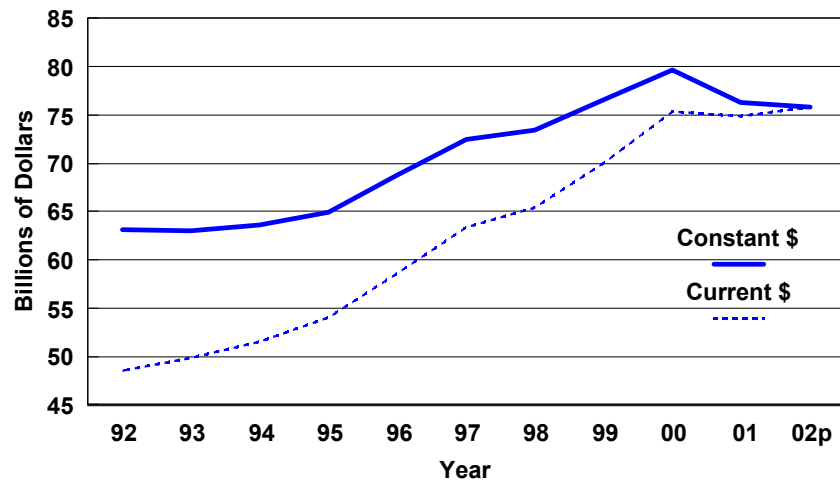
\*Estimates for 2001 are preliminary. Earnings include wage and salary disbursements, other earned benefits and proprietor income. Employment includes payroll employees and proprietors. Destination spending does not include travel arrangement and airfares.

<sup>2</sup> The West Region CPI-U for all items was used as a deflator.

The figure below shows the growth of total travel spending in California in current and constant (adjusted for inflation) dollars. From 1995 through 2000, travel spending in constant dollars exhibited strong growth. During 2001, a statewide decline in travel spending occurred due to a decline in business travel and the events of September 11. Lower levels of business travel and poor economic conditions, particularly in the Bay Area, have persisted throughout 2002.

### California Travel Spending, 1992-2002p

Current and Constant Dollars



Note: Constant dollars were deflated with CPI-U (West Region).

Detailed travel spending impact estimates for 1992 through 2002p are shown in the following table. Preliminary estimates for 2002 were prepared at the state level in order to provide the most current and timely measurement of travel spending and the associated economic impacts in California. While using a consistent methodology and comparable data sources with respect to estimates for 2001 and prior years, the preliminary estimates are based on partial-year data. Full-year data are not available from all sources. The preliminary impact estimates are therefore subject to revision as future information relating to travel in California during 2002 becomes available.

## California Travel Impacts, 1992-1997

	1992	1993	1994	1995	1996	1997
<b>Travel Spending by Type of Traveler Accommodation (\$Billion)</b>						
Destination Spending	41.5	42.3	43.6	45.6	49.7	54.4
Hotel, Motel, B&B	19.6	19.8	20.3	21.6	24.1	27.0
Private Campground	1.6	1.7	1.8	1.8	2.0	2.4
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4
Private Home	5.3	5.5	5.6	5.8	6.1	6.3
Vacation Home	3.0	3.0	3.1	3.2	3.3	3.3
Day Travel	11.7	11.9	12.3	12.8	13.8	15.0
Air Transportation	6.7	7.2	7.5	8.0	8.6	8.5
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4
Total Spending	48.6	49.9	51.5	54.0	58.6	63.4
<b>Travel Spending by Type of Business (\$Billion)</b>						
Destination Spending	41.5	42.3	43.6	45.6	49.7	54.4
Accommodations	7.4	7.5	7.8	8.2	9.1	10.1
Eating, Drinking	10.5	10.6	10.9	11.3	12.3	13.6
Food Stores	1.4	1.5	1.5	1.6	1.8	1.9
Ground Transportation	5.7	5.7	5.8	5.9	6.4	6.9
Recreation	7.6	7.8	8.1	8.5	9.3	10.2
Retail Sales	8.9	9.1	9.5	9.9	10.8	11.8
Air Transportation	6.7	7.2	7.5	8.0	8.6	8.5
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4
Total Spending	48.6	49.9	51.5	54.0	58.6	63.4
<b>Earnings Generated by Travel Spending (\$Billion)</b>						
Total Earnings	16.3	16.6	17.2	17.9	19.3	21.0
<b>Employment Generated by Travel Spending (000 Jobs)</b>						
Accommodations	150	148	157	160	169	185
Eating, Drinking	332	339	343	351	370	385
Food Stores	11	10	11	11	12	13
Ground Transport	35	35	37	37	40	43
Recreation	201	200	213	216	226	244
Retail Sales	98	100	102	106	113	117
Air Transportation	51	51	51	50	51	51
Travel Arrangement	27	26	28	28	27	28
Total Employment	905	910	942	960	1,009	1,065
<b>Tax Revenues Generated by Travel Spending (\$Billion)</b>						
Local Taxes	1.0	1.0	1.0	1.1	1.2	1.4
State Taxes	2.0	2.0	2.1	2.2	2.4	2.6
Total Taxes	3.0	3.0	3.1	3.3	3.6	4.0

These estimates supersede those previously published. Details may not add to totals due to rounding. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors.

## California Travel Impacts, 1998-2002p

	1998	1999	2000	2001	2002p
<b>Travel Spending by Type of Traveler Accommodation (\$Billion)</b>					
Destination Spending	57.0	61.4	66.0	65.3	66.0
Hotel, Motel, B&B	29.2	31.8	34.5	33.1	33.1
Private Campground	2.2	2.3	2.5	2.6	2.6
Public Campground	0.4	0.4	0.5	0.5	0.5
Private Home	6.4	6.7	7.1	7.4	7.6
Vacation Home	3.4	3.5	3.6	3.8	3.9
Day Travel	15.5	16.5	17.7	17.8	18.2
Air Transportation	7.9	8.2	8.8	9.1	9.4
Travel Arrangement	0.5	0.5	0.6	0.5	0.5
Total Spending	65.4	70.0	75.4	74.9	75.8
<b>Travel Spending by Type of Business (\$Billion)</b>					
Destination Spending	57.0	61.4	66.0	65.3	66.0
Accommodations	10.8	11.7	12.9	12.3	12.1
Eating, Drinking	14.4	15.3	16.0	16.0	16.6
Food Stores	2.0	2.1	2.2	2.3	2.3
Ground Transportation	6.6	7.5	8.8	8.5	8.1
Recreation	10.8	11.5	12.1	12.1	12.5
Retail Sales	12.4	13.3	13.9	14.0	14.4
Air Transportation	7.9	8.2	8.8	9.1	9.4
Travel Arrangement	0.5	0.5	0.6	0.5	0.5
Total Spending	65.4	70.0	75.4	74.9	75.8
<b>Earnings Generated by Travel Spending (\$Billion)</b>					
Total Earnings	22.0	23.4	24.9	24.8	24.9
<b>Employment Generated by Travel Spending (000 Jobs)</b>					
Accommodations	182	193	200	185	177
Eating, Drinking	384	394	398	382	385
Food Stores	12	12	12	12	12
Ground Transport	38	41	45	42	39
Recreation	238	249	248	238	238
Retail Sales	118	118	114	110	110
Air Transportation	50	51	52	50	45
Travel Arrangement	28	28	28	26	23
Total Employment	1,051	1,088	1,097	1,044	1,030
<b>Tax Revenues Generated by Travel Spending (\$Billion)</b>					
Local Taxes	1.5	1.6	1.7	1.7	1.7
State Taxes	2.7	2.9	3.1	3.0	3.1
Total Taxes	4.2	4.5	4.8	4.7	4.7

These estimates supersede those previously published. Details may not add to totals due to rounding. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors.

### 3. THE COUNTIES

The following tables provide measurements of travel impacts for the years 1992 through 2001. The tables on pages 14-21 show summary measures for all California counties for the years 1992 through 2001. The detailed travel impact estimates for each of California's 58 counties for 1992 through 2001 begin on page 22.

In the detailed tables for each county, the first breakout, *Travel Spending by Type of Traveler Accommodation*, shows the travel spending by each type of traveler in the county. The second breakout, *Travel Spending by Type of Business Service*, indicates the amount of expenditures for different goods and services (e.g., accommodations, recreation) by all traveler types. Destination spending refers to all travel-related spending in the county except air transportation and travel arrangement.

Local taxes refer to sales and use taxes, and transient occupancy taxes collected by cities and counties. Property taxes and business license taxes are not included. State taxes include the state sales tax, the state gasoline fuel tax, corporate income taxes and personal income taxes.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from  $37 + 57 = 94$ ).

## California Travel Impacts by County, 2001

	Travel Spending		Earnings	Employment	Tax Receipts		
	Total	Destination			Local	State	Total
	(\$M)	(\$M)	(\$M)	(jobs)	(\$M)	(\$M)	(\$M)
Alameda	2,389.2	1,855.2	754.1	28,790	51.8	91.8	143.6
Alpine	34.8	34.8	11.3	640	0.7	1.3	2.1
Amador	96.8	96.6	29.6	2,120	1.2	4.1	5.4
Butte	201.7	194.9	54.1	3,680	3.1	9.7	12.8
Calaveras	196.0	195.9	60.7	4,550	2.0	8.5	10.5
Colusa	40.4	40.3	11.5	670	0.5	1.9	2.4
Contra Costa	877.1	869.1	243.1	11,340	20.5	49.9	70.4
Del Norte	96.5	96.4	28.9	2,250	1.7	4.0	5.7
El Dorado	723.8	722.0	247.3	14,300	14.2	29.3	43.5
Fresno	818.2	794.9	211.4	13,880	16.2	40.9	57.1
Glenn	44.1	43.8	12.3	890	0.6	2.1	2.7
Humboldt	293.4	291.3	84.7	5,950	5.0	13.2	18.1
Imperial	292.2	290.4	83.9	5,240	4.6	12.9	17.5
Inyo	157.9	157.7	47.0	2,200	3.7	6.5	10.2
Kern	931.5	896.7	240.1	15,280	14.5	46.9	61.4
Kings	118.7	118.6	31.4	2,250	1.4	5.8	7.2
Lake	233.9	233.6	73.0	4,870	3.1	10.2	13.3
Lassen	70.1	70.0	20.4	1,480	0.9	3.2	4.1
Los Angeles	16,816.9	12,163.2	5,585.6	197,070	361.6	627.4	989.0
Madera	208.2	208.1	58.5	3,650	3.8	9.4	13.2
Marin	527.9	511.8	187.6	7,330	10.1	23.9	34.0
Mariposa	277.6	277.5	91.6	3,360	8.6	9.8	18.4
Mendocino	333.0	332.8	100.6	6,040	7.4	13.8	21.2
Merced	177.1	174.9	41.9	2,950	2.7	9.9	12.6
Modoc	25.5	25.5	7.0	620	0.3	1.3	1.6
Mono	382.8	382.6	125.9	4,920	9.8	14.4	24.1
Monterey	1,888.6	1,860.6	628.0	24,170	50.9	76.3	127.2
Napa	666.6	661.7	232.3	8,750	18.0	25.8	43.8
Nevada	282.8	282.5	83.2	5,230	4.0	12.8	16.7

Destination Spending does not include air transportation. Earnings includes payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors.

## California Travel Impacts by County, 2001

	Travel Spending		Earnings	Employment	Tax Receipts		
	Total	Destination			Local	State	Total
	(\$M)	(\$M)	(\$M)	(jobs)	(\$M)	(\$M)	(\$M)
Orange	5,974.8	5,794.8	2,165.5	91,220	155.7	249.7	405.4
Placer	824.9	823.5	274.6	14,190	14.0	35.1	49.1
Plumas	136.2	136.2	42.5	3,260	2.1	5.8	7.8
Riverside	4,467.4	4,417.3	1,519.8	69,990	91.3	201.0	292.4
Sacramento	1,969.1	1,895.8	607.2	32,880	41.9	89.3	131.2
San Benito	76.3	76.0	21.8	1,220	1.3	3.3	4.7
San Bernardino	2,846.4	2,786.8	910.3	52,680	48.0	142.5	190.5
San Diego	8,734.2	8,462.8	2,958.5	130,480	205.7	359.3	565.0
San Francisco	7,619.7	4,833.1	1,829.9	55,720	209.4	186.8	396.2
San Joaquin	482.9	473.9	116.4	7,480	7.9	26.6	34.5
San Luis Obispo	987.2	978.6	311.3	17,530	22.4	43.1	65.5
San Mateo	2,388.6	1,888.6	1,638.9	37,390	51.4	111.1	162.5
Santa Barbara	1,197.7	1,180.4	381.4	18,880	32.5	51.3	83.8
Santa Clara	3,100.4	2,806.6	1,078.0	40,050	84.8	129.1	213.9
Santa Cruz	512.0	507.4	174.4	8,840	13.3	22.7	36.0
Shasta	293.5	286.9	80.8	5,350	5.5	13.6	19.1
Sierra	26.3	26.3	8.4	630	0.4	1.1	1.5
Siskiyou	156.6	156.6	47.2	3,480	2.8	6.7	9.5
Solano	426.2	425.7	125.9	7,580	6.8	21.7	28.5
Sonoma	952.7	937.5	315.3	15,170	19.1	42.3	61.4
Stanislaus	355.5	349.9	88.6	5,970	5.6	18.7	24.3
Sutter	59.8	58.9	16.0	1,130	0.7	2.9	3.6
Tehama	102.5	102.5	28.0	1,970	1.5	5.0	6.5
Trinity	74.0	73.9	23.1	1,910	0.8	3.2	4.0
Tulare	366.1	357.9	101.3	6,310	6.7	17.1	23.9
Tuolumne	220.0	219.9	68.8	5,090	3.0	9.7	12.7
Ventura	1,072.9	1,056.4	358.4	18,190	19.0	54.1	73.1
Yolo	210.9	195.8	61.3	3,730	3.2	10.6	13.7
Yuba	73.2	73.2	19.1	1,380	0.7	3.7	4.4
California	74,911	65,267	24,760	1,044,170	1,681	3,034	4,715

Destination Spending does not include air transportation. Earnings includes payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors.

## California Travel Spending by County, 1992-2001

### Air transportation included

(\$Million)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Alameda	1,308.0	1,377.6	1,440.5	1,612.3	1,832.4	1,964.6	2,026.3	2,244.9	2,524.2	2,389.2	6.9
Alpine	23.8	24.5	25.1	25.4	27.7	29.8	29.7	31.8	32.7	34.8	4.3
Amador	66.8	68.5	70.9	75.5	82.2	87.3	85.8	90.4	92.8	96.8	4.2
Butte	130.3	137.1	147.9	155.0	162.3	165.7	174.0	182.1	195.2	201.7	5.0
Calaveras	140.0	144.6	151.0	156.0	160.2	165.9	170.7	181.6	187.0	196.0	3.8
Colusa	29.2	29.6	30.1	30.2	31.4	31.5	33.8	35.9	39.3	40.4	3.7
Contra Costa	553.2	561.1	577.5	602.6	646.5	715.6	754.5	819.7	904.9	877.1	5.3
Del Norte	78.3	78.3	80.9	79.2	83.1	88.3	84.7	90.8	93.3	96.5	2.3
El Dorado	555.9	573.0	587.8	596.6	607.1	635.6	657.4	690.6	705.4	723.8	3.0
Fresno	580.8	592.8	606.7	621.4	652.0	675.7	689.3	728.1	796.0	818.2	3.9
Glenn	29.8	30.1	31.4	32.6	34.8	36.1	37.1	39.5	43.2	44.1	4.5
Humboldt	226.7	231.0	237.0	242.7	246.4	252.1	255.4	273.3	287.0	293.4	2.9
Imperial	185.5	197.5	204.9	209.1	225.5	260.3	248.6	259.8	283.6	292.2	5.2
Inyo	114.2	118.1	119.2	125.7	133.9	145.7	144.3	149.5	157.5	157.9	3.7
Kern	668.0	682.3	700.3	688.0	727.3	795.0	796.1	818.8	906.3	931.5	3.8
Kings	76.2	78.2	81.2	84.3	89.2	94.4	98.1	104.7	113.9	118.7	5.1
Lake	167.3	171.9	176.8	182.4	188.9	195.2	197.7	208.7	220.6	233.9	3.8
Lassen	49.0	50.6	51.8	53.6	55.5	56.4	59.0	61.2	65.2	70.1	4.0
Los Angeles	11,180.7	11,332.8	11,710.7	12,307.1	13,315.7	14,105.7	14,284.7	15,310.9	16,596.6	16,816.9	4.6
Madera	133.6	141.3	148.3	155.5	167.6	176.5	176.8	189.0	200.0	208.2	5.0
Marin	284.9	320.7	334.1	352.9	381.8	421.9	443.7	489.4	532.0	527.9	7.1
Mariposa	196.2	203.6	224.7	223.4	207.3	221.5	238.7	245.5	255.9	277.6	3.9
Mendocino	240.0	238.9	250.0	263.9	265.8	276.4	286.9	305.1	325.9	333.0	3.7
Merced	130.4	133.6	136.8	136.0	137.0	142.1	145.9	158.7	172.9	177.1	3.5
Modoc	19.3	19.1	19.5	20.1	20.9	21.4	22.2	22.9	24.5	25.5	3.1
Mono	246.6	243.4	252.9	259.3	263.3	288.2	301.8	329.7	352.4	382.8	5.0
Monterey	1,168.2	1,204.7	1,234.8	1,317.6	1,461.1	1,567.0	1,637.6	1,813.3	1,881.4	1,888.6	5.5
Napa	360.9	374.0	411.6	454.2	492.2	540.4	574.8	593.8	635.3	666.6	7.1
Nevada	198.3	197.9	202.7	206.1	218.8	232.1	233.1	251.6	268.9	282.8	4.0

\*Annual Change is the average annual percentage change.



**California Travel Spending by County, 1992-2001**  
**Air transportation included**

\$Million

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Orange	3,943.5	3,983.7	4,177.1	4,385.0	4,732.3	5,085.4	5,215.2	5,400.2	5,854.9	5,974.8	4.7
Placer	522.0	552.3	586.1	612.4	634.2	684.4	736.1	769.3	796.1	824.9	5.2
Plumas	99.7	101.7	104.2	107.5	111.1	112.8	119.1	121.6	127.8	136.2	3.5
Riverside	2,863.8	2,902.3	3,001.7	3,118.7	3,361.2	3,713.6	3,742.9	4,033.9	4,252.9	4,467.4	5.1
Sacramento	1,228.1	1,251.5	1,291.3	1,346.7	1,428.4	1,531.3	1,607.0	1,718.9	1,898.1	1,969.1	5.4
San Benito	49.2	50.2	50.2	51.6	57.0	61.6	63.5	69.4	74.6	76.3	5.0
San Bernardino	1,938.2	2,017.8	2,067.6	2,110.8	2,228.4	2,402.5	2,416.5	2,562.3	2,746.1	2,846.4	4.4
San Diego	5,129.3	5,220.1	5,197.0	5,377.5	6,201.9	7,104.2	7,632.5	8,095.6	8,728.4	8,734.2	6.1
San Francisco	5,350.8	5,663.4	5,919.3	6,304.6	6,817.7	7,242.6	7,401.8	8,108.0	8,482.9	7,619.7	4.0
San Joaquin	319.7	320.2	327.7	333.2	341.7	360.3	371.7	403.6	464.3	482.9	4.7
San Luis Obispo	681.5	711.0	687.0	690.6	747.7	792.9	833.1	896.5	972.6	987.2	4.2
San Mateo	1,630.7	1,696.8	1,789.9	1,934.1	2,117.9	2,304.8	2,381.1	2,496.7	2,656.3	2,388.6	4.3
Santa Barbara	766.4	788.7	821.3	858.2	908.8	977.0	1,028.5	1,096.0	1,168.0	1,197.7	5.1
Santa Clara	1,588.6	1,672.9	1,781.1	1,970.6	2,275.9	2,616.0	2,828.6	3,074.6	3,419.1	3,100.4	7.7
Santa Cruz	344.8	352.0	354.5	371.7	397.2	428.1	445.6	497.3	517.3	512.0	4.5
Shasta	215.7	215.9	222.1	225.7	236.1	242.1	253.8	265.7	287.5	293.5	3.5
Sierra	17.7	18.7	20.2	20.9	21.6	22.6	23.5	24.6	25.8	26.3	4.5
Siskiyou	103.8	104.8	107.4	111.6	117.2	121.7	130.2	133.2	142.6	156.6	4.7
Solano	275.1	281.5	285.8	291.5	308.6	336.1	345.1	378.3	430.7	426.2	5.0
Sonoma	613.8	627.5	645.0	675.7	725.2	779.4	822.5	875.2	934.0	952.7	5.0
Stanislaus	230.1	244.0	253.5	261.5	271.7	280.6	283.7	307.0	342.3	355.5	4.9
Sutter	42.8	43.3	43.6	44.3	46.9	48.3	48.4	52.1	58.3	59.8	3.8
Tehama	69.2	71.3	73.7	75.5	79.8	82.7	87.5	90.2	96.3	102.5	4.5
Trinity	54.1	55.8	57.1	58.5	61.1	62.7	66.7	67.7	70.2	74.0	3.6
Tulare	251.6	260.9	268.7	275.8	286.7	301.7	313.3	327.7	351.0	366.1	4.3
Tuolumne	163.4	169.8	173.3	174.1	179.4	189.4	195.9	205.3	212.8	220.0	3.4
Ventura	725.7	722.6	735.7	751.9	801.7	850.9	892.9	971.5	1,073.8	1,072.9	4.4
Yolo	144.9	146.0	147.9	152.2	160.2	168.9	174.3	188.7	207.4	210.9	4.3
Yuba	51.6	51.5	51.1	55.7	59.9	60.8	60.2	64.5	71.1	73.2	4.0
State Total	48,558	49,855	51,488	54,017	58,635	63,354	65,410	70,017	75,357	74,911	4.9

\*Annual Change is the average annual percentage change.

## California Destination Spending by County, 1992-2001

Air transportation not included

\$Million

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Alameda	990.7	1,023.9	1,049.7	1,117.7	1,249.3	1,375.7	1,463.0	1,713.6	2,000.5	1,855.2	7.2
Alpine	23.8	24.5	25.1	25.4	27.7	29.8	29.7	31.8	32.7	34.8	4.3
Amador	66.8	68.4	70.8	75.5	82.1	87.3	85.7	90.3	92.6	96.6	4.2
Butte	127.1	132.1	142.5	149.4	155.9	159.3	166.3	175.9	188.7	194.9	4.9
Calaveras	139.9	144.5	151.0	156.0	160.2	165.8	170.7	181.5	186.9	195.9	3.8
Colusa	29.2	29.6	30.1	30.2	31.3	31.4	33.8	35.9	39.2	40.3	3.7
Contra Costa	547.0	554.6	570.2	595.3	638.8	707.1	744.6	811.2	896.3	869.1	5.3
Del Norte	78.3	78.2	80.9	79.1	83.1	88.3	84.6	90.8	93.1	96.4	2.3
El Dorado	555.6	572.6	587.3	596.1	606.5	635.0	656.6	688.4	703.5	722.0	3.0
Fresno	567.6	579.9	591.6	602.2	631.3	657.5	672.3	707.8	773.7	794.9	3.8
Glenn	29.7	30.1	31.4	32.6	34.8	36.1	37.0	39.5	42.9	43.8	4.4
Humboldt	225.5	229.7	235.4	241.0	244.3	250.2	253.4	271.2	285.0	291.3	2.9
Imperial	184.2	196.1	203.4	207.5	223.9	258.6	247.1	258.1	281.9	290.4	5.2
Inyo	114.2	118.1	119.2	125.7	133.9	145.7	144.2	149.5	157.3	157.7	3.7
Kern	666.0	679.9	697.7	685.0	723.5	791.4	792.4	815.1	873.4	896.7	3.4
Kings	75.8	77.8	80.7	84.2	89.0	94.3	98.0	104.6	113.8	118.6	5.1
Lake	167.2	171.9	176.8	182.4	188.9	195.2	197.7	208.7	220.3	233.6	3.8
Lassen	49.0	50.5	51.8	53.5	55.5	56.3	58.9	61.2	65.2	70.0	4.1
Los Angeles	7,896.4	7,825.0	8,015.0	8,411.6	9,137.4	9,967.5	10,441.8	11,304.8	12,211.2	12,163.2	4.9
Madera	133.5	141.1	148.1	155.3	167.5	176.4	176.7	188.8	199.9	208.1	5.1
Marin	277.7	313.0	324.7	342.5	369.6	407.9	428.3	473.8	515.6	511.8	7.0
Mariposa	196.1	203.6	224.7	223.3	207.3	221.5	238.7	245.4	255.7	277.5	3.9
Mendocino	239.8	238.7	249.8	263.7	265.6	276.2	286.7	305.0	325.8	332.8	3.7
Merced	129.9	132.7	135.5	134.6	135.5	140.7	144.5	156.7	170.8	174.9	3.4
Modoc	19.3	19.1	19.5	20.1	20.9	21.4	22.2	22.9	24.5	25.5	3.1
Mono	246.6	243.3	252.9	259.3	263.3	288.2	301.7	329.6	352.2	382.6	5.0
Monterey	1,156.4	1,192.5	1,220.1	1,296.8	1,436.9	1,541.9	1,612.7	1,781.1	1,849.8	1,860.6	5.4
Napa	358.1	370.8	408.1	450.2	487.8	535.9	570.2	589.6	630.7	661.7	7.1
Nevada	198.1	197.7	202.5	205.9	218.5	231.8	232.9	251.4	268.7	282.5	4.0

\*Annual Change is the average annual percentage change.

## California Destination Spending by County, 1992-2001

Air transportation not included

\$Million

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Orange	3,848.2	3,878.6	4,044.6	4,239.0	4,563.2	4,918.1	5,053.3	5,235.0	5,691.2	5,794.8	4.7
Placer	521.1	551.4	585.0	611.4	633.2	683.1	734.6	767.9	794.7	823.5	5.2
Plumas	99.7	101.7	104.1	107.4	111.1	112.8	119.0	121.6	127.8	136.2	3.5
Riverside	2,836.5	2,872.4	2,969.4	3,080.1	3,315.8	3,669.4	3,708.2	3,987.6	4,202.8	4,417.3	5.0
Sacramento	1,182.4	1,198.3	1,237.1	1,290.3	1,368.4	1,476.4	1,547.8	1,649.7	1,822.7	1,895.8	5.4
San Benito	49.1	50.1	50.1	51.5	56.9	61.5	63.4	69.3	74.4	76.0	5.0
San Bernardino	1,905.2	1,982.3	2,024.8	2,057.5	2,173.9	2,346.9	2,361.3	2,510.6	2,692.0	2,786.8	4.3
San Diego	4,910.1	4,996.3	4,981.6	5,153.7	5,959.1	6,855.4	7,404.9	7,867.1	8,476.8	8,462.8	6.2
San Francisco	2,954.4	3,102.4	3,286.8	3,534.4	3,972.8	4,437.7	4,741.6	5,376.9	5,572.8	4,833.1	5.6
San Joaquin	314.9	315.2	321.8	326.4	334.3	353.3	364.9	395.3	455.6	473.9	4.6
San Luis Obispo	676.6	705.6	681.4	684.3	740.7	786.5	827.0	888.4	964.3	978.6	4.2
San Mateo	1,244.9	1,284.4	1,364.3	1,486.5	1,657.9	1,850.4	1,948.0	2,052.7	2,175.4	1,888.6	4.7
Santa Barbara	755.9	777.2	806.9	841.4	891.2	954.5	1,007.3	1,080.6	1,150.4	1,180.4	5.1
Santa Clara	1,484.8	1,547.1	1,648.0	1,823.6	2,110.1	2,442.4	2,657.6	2,884.0	3,191.6	2,806.6	7.3
Santa Cruz	343.1	350.4	352.8	369.3	394.4	424.7	441.9	493.0	512.4	507.4	4.4
Shasta	213.5	212.8	217.9	221.1	229.9	236.4	248.2	259.0	281.3	286.9	3.3
Sierra	17.6	18.7	20.2	20.9	21.6	22.5	23.5	24.6	25.8	26.3	4.5
Siskiyou	103.7	104.7	107.3	111.5	117.1	121.6	130.1	133.2	142.5	156.6	4.7
Solano	274.2	280.6	285.0	290.8	307.7	335.3	344.3	377.6	430.1	425.7	5.0
Sonoma	605.7	619.2	635.5	664.9	713.1	767.0	810.5	862.5	919.1	937.5	5.0
Stanislaus	226.9	240.6	249.2	256.8	266.5	275.8	279.5	302.0	337.0	349.9	4.9
Sutter	42.6	43.0	43.4	44.0	46.6	47.9	48.1	51.7	57.4	58.9	3.7
Tehama	69.2	71.3	73.7	75.5	79.8	82.6	87.4	90.1	96.3	102.5	4.5
Trinity	54.0	55.8	57.1	58.5	61.0	62.7	66.6	67.7	70.0	73.9	3.5
Tulare	247.6	256.5	262.9	269.5	280.4	295.6	307.8	320.7	343.1	357.9	4.2
Tuolumne	163.3	169.6	173.1	173.9	179.2	189.2	195.7	205.1	212.6	219.9	3.4
Ventura	717.7	714.9	727.1	742.8	792.1	840.0	879.2	958.3	1,056.6	1,056.4	4.4
Yolo	134.1	133.9	134.8	137.6	145.1	153.5	159.3	174.3	193.0	195.8	4.3
Yuba	51.6	51.5	51.0	55.7	59.8	60.8	60.1	64.5	71.1	73.2	4.0
State Total	41,538	42,327	43,593	45,583	49,653	54,438	57,014	61,355	65,993	65,267	5.1

\*Annual Change is the average annual percentage change.

## California Travel-Generated Employment by County, 1992-2001

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	* Annual Chg.
Alameda	20,100	20,590	21,350	22,540	24,670	26,280	26,940	30,640	32,530	28,790	4.1
Alpine	480	490	500	500	530	550	500	560	630	640	3.2
Amador	1,860	1,890	1,970	2,050	2,160	2,210	2,060	2,000	2,130	2,120	1.5
Butte	3,090	3,220	3,520	3,630	3,680	3,610	3,790	3,770	3,710	3,680	2.0
Calaveras	4,300	4,390	4,600	4,650	4,630	4,630	4,340	4,690	4,550	4,550	0.6
Colusa	690	700	710	700	700	680	640	640	680	670	-0.3
Contra Costa	9,710	9,800	10,250	10,540	10,950	11,890	12,020	12,360	12,270	11,340	1.7
Del Norte	2,320	2,290	2,370	2,270	2,310	2,360	2,140	2,260	2,280	2,250	-0.3
El Dorado	13,900	14,150	14,610	14,500	14,270	14,420	14,040	14,640	14,600	14,300	0.3
Fresno	12,760	12,930	13,270	13,260	13,450	13,430	13,330	13,590	14,050	13,880	0.9
Glenn	810	820	860	870	910	900	840	900	910	890	1.1
Humboldt	6,060	6,110	6,290	6,300	6,190	6,100	5,850	6,120	6,090	5,950	-0.2
Imperial	4,540	4,780	4,960	4,950	5,180	5,750	5,070	5,090	5,330	5,240	1.6
Inyo	2,220	2,280	2,310	2,390	2,460	2,590	2,040	2,790	2,300	2,200	-0.1
Kern	14,580	14,800	15,300	14,640	14,980	15,890	15,240	15,250	15,470	15,280	0.5
Kings	2,010	2,050	2,140	2,170	2,240	2,280	2,180	2,230	2,250	2,250	1.3
Lake	4,370	4,440	4,580	4,620	4,640	4,620	4,350	4,430	4,810	4,870	1.2
Lassen	1,300	1,330	1,370	1,390	1,390	1,360	1,360	1,370	1,440	1,480	1.5
Los Angeles	177,700	173,130	178,850	182,790	191,140	200,680	197,270	204,450	206,600	197,070	1.2
Madera	3,090	3,250	3,420	3,520	3,680	3,730	3,610	3,600	3,660	3,650	1.9
Marin	5,140	5,720	6,010	6,210	6,530	7,030	7,210	7,700	7,730	7,330	4.0
Mariposa	3,270	3,350	3,720	3,600	3,230	3,340	3,450	3,290	3,250	3,360	0.3
Mendocino	5,890	5,800	6,110	6,320	6,150	6,170	5,940	6,020	6,200	6,040	0.3
Merced	2,920	2,990	3,060	2,950	2,840	2,840	2,800	2,960	2,990	2,950	0.1
Modoc	620	610	620	630	640	620	580	580	610	620	0.0
Mono	3,920	3,820	3,990	3,990	3,920	4,150	4,130	4,480	4,750	4,920	2.6
Monterey	19,690	20,100	20,680	21,570	23,250	24,120	24,230	25,930	25,220	24,170	2.3
Napa	6,940	7,100	7,880	8,510	8,960	9,530	9,540	9,050	8,730	8,750	2.6
Nevada	4,810	4,770	4,900	4,880	5,020	5,130	4,880	5,020	5,200	5,230	0.9

\*Annual Change is the average annual percentage change.

## California Travel-Generated Employment by County, 1992-2001

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Orange	78,350	77,910	82,290	84,260	87,970	91,910	91,180	90,780	93,650	91,220	1.7
Placer	12,440	13,030	13,970	14,280	14,330	14,950	14,400	14,200	14,340	14,190	1.5
Plumas	3,010	3,030	3,120	3,150	3,150	3,080	3,050	2,830	3,200	3,260	0.9
Riverside	61,610	61,720	64,240	65,210	68,140	72,800	69,750	72,870	69,600	69,990	1.4
Sacramento	28,010	28,100	29,180	29,810	30,480	31,720	30,970	31,240	33,030	32,880	1.8
San Benito	1,100	1,110	1,110	1,120	1,200	1,250	1,220	1,240	1,250	1,220	1.2
San Bernardino	47,870	49,410	51,000	50,700	51,800	54,080	49,080	52,580	52,960	52,680	1.1
San Diego	103,600	104,390	104,280	105,230	118,160	131,650	131,600	133,680	136,970	130,480	2.6
San Francisco	48,320	49,800	52,810	54,720	58,820	63,190	63,830	69,980	67,140	55,720	1.6
San Joaquin	6,640	6,620	6,800	6,750	6,650	6,770	6,530	6,810	7,430	7,480	1.3
San Luis Obispo	16,170	16,730	16,120	15,800	16,660	17,040	16,770	17,450	18,130	17,530	0.9
San Mateo	36,100	36,210	37,390	38,660	40,310	42,150	42,850	43,550	42,570	37,390	0.4
Santa Barbara	15,260	15,530	16,240	16,590	17,060	17,660	18,710	19,060	19,280	18,880	2.4
Santa Clara	28,410	29,630	31,990	34,670	39,060	43,830	44,990	47,310	47,380	40,050	3.9
Santa Cruz	8,160	8,250	8,350	8,600	8,940	9,340	9,360	9,700	9,360	8,840	0.9
Shasta	5,040	4,970	5,120	5,080	5,120	5,070	5,130	5,160	5,480	5,350	0.7
Sierra	500	520	560	570	570	580	560	680	650	630	2.6
Siskiyou	2,910	2,910	2,990	3,050	3,100	3,100	3,040	3,010	3,300	3,480	2.0
Solano	6,680	6,790	6,950	6,950	7,130	7,550	7,260	7,640	8,010	7,580	1.4
Sonoma	13,800	13,950	14,450	14,840	15,460	16,120	15,920	15,840	15,550	15,170	1.1
Stanislaus	4,780	5,090	5,330	5,400	5,410	5,380	5,500	5,790	5,950	5,970	2.5
Sutter	1,070	1,070	1,080	1,070	1,100	1,090	1,050	1,060	1,140	1,130	0.6
Tehama	1,700	1,740	1,810	1,810	1,860	1,850	1,800	1,720	1,920	1,970	1.7
Trinity	1,700	1,730	1,780	1,780	1,800	1,790	1,750	1,790	1,890	1,910	1.3
Tulare	6,280	6,480	6,690	6,680	6,690	6,800	6,650	6,780	6,310	6,310	0.1
Tuolumne	4,720	4,850	4,980	4,890	4,880	4,980	5,040	5,010	5,160	5,090	0.8
Ventura	16,520	16,250	16,640	16,660	17,330	17,810	17,600	18,510	19,050	18,190	1.1
Yolo	3,360	3,320	3,370	3,370	3,450	3,550	3,330	3,650	3,830	3,730	1.2
Yuba	1,360	1,340	1,330	1,430	1,490	1,450	1,350	1,390	1,400	1,380	0.2
State Total	904,550	910,160	942,180	960,070	1,008,840	1,065,430	1,050,650	1,087,720	1,096,890	1,044,140	1.6

\*Annual Change is the average annual percentage change.

### Travel-Generated Employment as Percentage of Total Employment, 2000

	Total Employment	Total Trav-Gen.	Percent	Destination Trav-Gen.	Percent
Alameda	902,710	32,530	3.6	28,520	3.2
Alpine	1,320	630	47.7	630	47.7
Amador	16,640	2,130	12.8	2,120	12.7
Butte	101,370	3,710	3.7	3,630	3.6
Calaveras	15,240	4,550	29.9	4,530	29.7
Colusa	10,670	680	6.4	680	6.4
Contra Costa	473,820	12,270	2.6	11,770	2.5
Del Norte	10,550	2,280	21.6	2,270	21.5
El Dorado	75,720	14,600	19.3	14,490	19.1
Fresno	414,180	14,050	3.4	13,640	3.3
Glenn	11,850	910	7.7	890	7.5
Humboldt	69,450	6,090	8.8	6,030	8.7
Imperial	61,810	5,330	8.6	5,300	8.6
Inyo	10,400	2,300	22.1	2,290	22.0
Kern	316,020	15,470	4.9	15,110	4.8
Kings	51,020	2,250	4.4	2,230	4.4
Lake	21,750	4,810	22.1	4,800	22.1
Lassen	13,270	1,440	10.9	1,430	10.8
Los Angeles	5,512,720	206,600	3.7	172,680	3.1
Madera	54,190	3,660	6.8	3,650	6.7
Marin	177,610	7,730	4.4	7,170	4.0
Mariposa	7,770	3,250	41.8	3,240	41.7
Mendocino	49,820	6,200	12.4	6,180	12.4
Merced	84,650	2,990	3.5	2,940	3.5
Modoc	4,730	610	12.9	610	12.9
Mono	9,330	4,750	50.9	4,740	50.8
Monterey	223,750	25,220	11.3	24,750	11.1
Napa	83,400	8,730	10.5	8,650	10.4
Nevada	49,910	5,200	10.4	5,170	10.4

Total Employment estimates for 2000 are from the Bureau of Economic Analysis, U.S. Department of Commerce. Other estimates from Dean Runyan Associates. Destination employment does not include air transportation or travel services.

### Travel-Generated Employment as Percentage of Total Employment, 2000

	Total Employment	Total Trav-Gen.	Percent	Destination Trav-Gen.	Percent
Orange	1,870,990	93,650	5.0	90,270	4.8
Placer	146,490	14,340	9.8	14,240	9.7
Plumas	10,790	3,200	29.7	3,190	29.6
Riverside	659,240	69,600	10.6	68,780	10.4
Sacramento	728,480	33,030	4.5	31,830	4.4
San Benito	21,570	1,250	5.8	1,240	5.7
San Bernardino	720,380	52,960	7.4	52,200	7.2
San Diego	1,733,920	136,970	7.9	132,720	7.7
San Francisco	773,680	67,140	8.7	62,890	8.1
San Joaquin	258,740	7,430	2.9	7,230	2.8
San Luis Obispo	140,870	18,130	12.9	17,930	12.7
San Mateo	506,150	42,570	8.4	25,680	5.1
Santa Barbara	251,390	19,280	7.7	18,910	7.5
Santa Clara	1,290,680	47,380	3.7	43,800	3.4
Santa Cruz	149,630	9,360	6.3	9,070	6.1
Shasta	84,770	5,480	6.5	5,400	6.4
Sierra	1,690	650	38.5	650	38.5
Siskiyou	22,350	3,300	14.8	3,290	14.7
Solano	159,850	8,010	5.0	7,950	5.0
Sonoma	271,590	15,550	5.7	15,150	5.6
Stanislaus	210,120	5,950	2.8	5,820	2.8
Sutter	39,380	1,140	2.9	1,120	2.8
Tehama	23,450	1,920	8.2	1,920	8.2
Trinity	4,840	1,890	39.0	1,890	39.0
Tulare	177,470	6,310	3.6	6,180	3.5
Tuolumne	23,960	5,160	21.5	5,140	21.5
Ventura	402,580	19,050	4.7	18,010	4.5
Yolo	108,050	3,830	3.5	3,610	3.3
Yuba	26,080	1,400	5.4	1,390	5.3
California	19,654,880	1,096,890	5.6	1,017,650	5.2

Total Employment estimates for 2000 are from the Bureau of Economic Analysis, U.S. Department of Commerce. Other estimates from Dean Runyan Associates. Destination employment does not include air transportation or travel services.

## Alameda County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	991	1,249	1,376	1,463	1,714	2,001	1,855
Hotel, Motel, B&B	527	708	803	881	1,080	1,308	1,165
Private Campground	3	2	3	3	3	3	4
Public Campground	0	0	0	0	0	0	0
Private Home	197	222	229	228	235	245	258
Vacation Home	10	10	11	11	11	11	13
Day Travel	254	307	330	340	385	432	416
Air Transportation	306	570	574	548	515	504	516
Travel Arrangement	12	13	14	15	16	19	18
Total Spending	1,308	1,832	1,965	2,026	2,245	2,524	2,389
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	991	1,249	1,376	1,463	1,714	2,001	1,855
Accommodations	158	217	246	275	340	432	383
Eating, Drinking	216	270	300	329	387	440	404
Food Stores	27	34	37	40	46	50	48
Ground Transport	266	313	337	326	364	423	411
Recreation	139	179	197	215	253	289	266
Retail Sales	184	235	257	278	323	366	341
Air Transportation	306	570	574	548	515	504	516
Travel Arrangement	12	13	14	15	16	19	18
Total Spending	1,308	1,832	1,965	2,026	2,245	2,524	2,389
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	416	565	614	648	720	803	754
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	3,110	3,960	4,420	4,650	5,760	6,690	5,640
Eating, Drinking	6,430	7,710	8,100	8,560	9,820	10,450	9,140
Food Stores	180	210	220	230	250	260	230
Ground Transport	1,730	2,130	2,320	2,140	2,280	2,380	2,220
Recreation	3,590	4,320	4,690	4,810	5,630	5,890	5,170
Retail Sales	1,900	2,320	2,420	2,560	2,830	2,860	2,540
Air Transportation	2,160	3,110	3,140	3,060	3,140	3,110	3,000
Travel Arrangement	1,000	900	960	930	910	900	840
Total Employment	20,100	24,670	26,280	26,940	30,640	32,530	28,790
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	25	32	36	40	46	56	52
State Taxes	55	68	74	77	87	97	92
Total Taxes	79	101	110	117	133	153	144

These estimates supersede those previously published. Details may not add to totals due to rounding.  
Estimates for 1992 through 1995 are available from Dean Runyan Associates upon request or at  
[www.deanrunyan.com](http://www.deanrunyan.com).



## Alpine County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	23.8	27.7	29.8	29.7	31.8	32.7	34.8
Hotel, Motel, B&B	9.0	11.1	12.2	12.0	13.4	14.0	14.7
Private Campground	0.5	0.6	1.0	0.8	0.8	0.7	0.8
Public Campground	1.1	1.2	1.3	1.3	1.3	1.4	1.4
Private Home	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Vacation Home	8.4	9.3	9.5	9.8	10.0	10.3	11.1
Day Travel	4.4	5.1	5.5	5.5	5.8	5.9	6.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	23.8	27.7	29.8	29.7	31.8	32.7	34.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	23.8	27.7	29.8	29.7	31.8	32.7	34.8
Accommodations	6.5	7.7	8.2	8.2	8.8	9.2	9.7
Eating, Drinking	6.8	7.7	8.4	8.3	8.9	9.1	9.7
Food Stores	1.0	1.2	1.3	1.3	1.3	1.3	1.4
Ground Transport	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Recreation	4.7	5.6	6.0	5.9	6.4	6.5	7.0
Retail Sales	4.8	5.6	6.0	6.0	6.4	6.5	7.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	23.8	27.7	29.8	29.7	31.8	32.7	34.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	7.7	9.0	9.7	9.7	10.3	10.6	11.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	130	150	160	140	160	180	180
Eating, Drinking	210	230	240	220	240	280	280
Food Stores	10	10	10	10	10	10	10
Ground Transport	0	0	0	0	0	0	0
Recreation	80	80	90	80	90	100	100
Retail Sales	50	60	60	60	60	70	70
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	0	0
Total Employment	480	530	550	500	560	630	640
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.5	0.6	0.6	0.6	0.7	0.7	0.7
State Taxes	0.9	1.1	1.2	1.2	1.2	1.3	1.3
Total Taxes	1.4	1.6	1.8	1.8	1.9	2.0	2.1

These estimates supersede those previously published. Details may not add to totals due to rounding.  
Estimates for 1992 through 1995 are available from Dean Runyan Associates upon request or at  
[www.deanrunyan.com](http://www.deanrunyan.com).

## Amador County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	66.8	82.1	87.3	85.7	90.3	92.6	96.6
Hotel, Motel, B&B	12.6	16.2	17.3	17.8	19.4	20.3	21.1
Private Campground	15.8	21.8	24.1	21.2	22.5	22.3	22.8
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	10.2	11.9	12.4	12.9	13.5	14.2	15.0
Vacation Home	19.6	21.5	22.1	22.7	23.2	24.0	25.2
Day Travel	8.7	10.7	11.4	11.1	11.7	11.9	12.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	66.8	82.2	87.3	85.8	90.4	92.8	96.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	66.8	82.1	87.3	85.7	90.3	92.6	96.6
Accommodations	14.3	17.7	18.7	18.4	19.4	20.0	20.8
Eating, Drinking	18.7	22.4	24.0	23.7	24.8	25.1	26.3
Food Stores	5.0	6.7	7.3	6.9	7.2	7.1	7.5
Ground Transport	3.7	4.2	4.5	4.4	4.9	5.8	5.6
Recreation	11.7	14.4	15.2	15.1	15.8	16.2	17.0
Retail Sales	13.4	16.6	17.6	17.3	18.2	18.5	19.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	66.8	82.2	87.3	85.8	90.4	92.8	96.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	20.3	25.2	26.7	26.4	27.7	28.4	29.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	430	500	520	480	470	500	500
Eating, Drinking	840	970	980	920	890	950	950
Food Stores	50	60	70	60	60	60	60
Ground Transport	50	60	60	60	60	70	60
Recreation	270	310	320	300	300	310	310
Retail Sales	210	250	250	240	230	230	230
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	10	10	10	10	10	10
Total Employment	1,860	2,160	2,210	2,060	2,000	2,130	2,120
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.8	1.0	1.1	1.1	1.1	1.2	1.2
State Taxes	2.9	3.5	3.8	3.7	3.9	4.0	4.1
Total Taxes	3.7	4.5	4.8	4.8	5.0	5.2	5.4

These estimates supersede those previously published. Details may not add to totals due to rounding.  
Estimates for 1992 through 1995 are available from Dean Runyan Associates upon request or at  
[www.deanrunyan.com](http://www.deanrunyan.com).

## Butte County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	127.1	155.9	159.3	166.3	175.9	188.7	194.9
Hotel, Motel, B&B	31.9	47.4	48.1	49.9	54.9	60.3	62.7
Private Campground	6.7	8.1	8.3	10.2	9.0	9.6	9.7
Public Campground	4.6	4.0	3.4	4.0	4.7	4.6	4.7
Private Home	26.9	30.3	31.7	32.2	33.8	36.0	37.1
Vacation Home	16.1	17.7	18.2	18.6	19.1	19.9	21.0
Day Travel	40.8	48.3	49.6	51.4	54.4	58.3	59.8
Air Transportation	2.8	5.9	5.9	7.2	5.7	6.1	6.5
Travel Arrangement	0.4	0.6	0.5	0.5	0.5	0.4	0.4
Total Spending	130.3	162.3	165.7	174.0	182.1	195.2	201.7
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	127.1	155.9	159.3	166.3	175.9	188.7	194.9
Accommodations	18.8	25.0	25.2	26.6	28.0	29.8	31.8
Eating, Drinking	30.4	37.2	38.0	40.4	42.0	43.7	45.6
Food Stores	6.9	8.2	8.3	9.1	9.3	9.5	10.0
Ground Transport	23.8	26.0	27.6	26.4	30.1	36.0	34.8
Recreation	18.7	23.8	24.1	25.5	26.7	28.0	29.2
Retail Sales	28.6	35.7	36.1	38.3	39.9	41.7	43.5
Air Transportation	2.8	5.9	5.9	7.2	5.7	6.1	6.5
Travel Arrangement	0.4	0.6	0.5	0.5	0.5	0.4	0.4
Total Spending	130.3	162.3	165.7	174.0	182.1	195.2	201.7
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	34.7	44.4	45.1	48.0	49.5	51.9	54.1
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	550	680	670	690	710	700	710
Eating, Drinking	1,340	1,570	1,510	1,610	1,600	1,580	1,570
Food Stores	70	70	70	80	80	70	70
Ground Transport	220	260	280	260	280	300	280
Recreation	400	470	470	490	490	480	480
Retail Sales	440	520	500	540	520	500	490
Air Transportation	30	40	40	50	50	50	50
Travel Arrangement	50	70	60	60	50	40	40
Total Employment	3,090	3,680	3,610	3,790	3,770	3,710	3,680
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.7	2.3	2.4	2.5	2.7	2.9	3.1
State Taxes	6.7	8.0	8.2	8.5	8.9	9.5	9.7
Total Taxes	8.3	10.3	10.6	11.1	11.7	12.5	12.8

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[www.deanrunyan.com](http://www.deanrunyan.com).

## Calaveras County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	139.9	160.2	165.8	170.7	181.5	186.9	195.9
Hotel, Motel, B&B	7.7	11.9	12.8	14.6	19.6	20.2	22.8
Private Campground	9.1	11.8	12.2	11.6	12.6	12.5	12.9
Public Campground	19.3	20.3	21.0	21.5	22.1	22.8	23.5
Private Home	10.8	13.0	13.7	14.3	15.0	15.9	16.9
Vacation Home	75.2	83.0	85.1	87.2	89.4	92.1	95.4
Day Travel	17.8	20.3	21.0	21.5	22.7	23.4	24.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Total Spending	140.0	160.2	165.9	170.7	181.6	187.0	196.0
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	139.9	160.2	165.8	170.7	181.5	186.9	195.9
Accommodations	34.0	39.3	40.5	41.8	44.7	46.0	48.2
Eating, Drinking	36.9	41.4	43.2	44.7	47.5	48.4	50.9
Food Stores	11.1	12.8	13.4	13.7	14.3	14.4	15.2
Ground Transport	3.6	3.8	3.9	3.7	4.3	5.3	5.1
Recreation	25.3	29.3	30.3	31.2	33.2	34.1	35.9
Retail Sales	29.0	33.5	34.6	35.6	37.6	38.7	40.6
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Total Spending	140.0	160.2	165.9	170.7	181.6	187.0	196.0
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	43.4	49.6	51.3	53.0	56.4	57.8	60.7
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,140	1,230	1,250	1,150	1,270	1,230	1,230
Eating, Drinking	1,840	1,980	1,950	1,850	1,990	1,940	1,950
Food Stores	120	130	130	120	130	120	120
Ground Transport	20	20	20	20	20	30	30
Recreation	650	700	720	660	720	700	700
Retail Sales	500	560	550	520	540	510	510
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	10	10	10	10	10	10
Total Employment	4,300	4,630	4,630	4,340	4,690	4,550	4,550
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.3	1.6	1.6	1.7	1.9	1.9	2.0
State Taxes	6.1	7.0	7.3	7.5	7.9	8.1	8.5
Total Taxes	7.5	8.6	8.9	9.2	9.8	10.1	10.5

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## Colusa County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	29.2	31.3	31.4	33.8	35.9	39.2	40.3
Hotel, Motel, B&B	7.3	7.5	8.1	8.4	9.2	9.8	9.9
Private Campground	3.3	3.4	3.8	3.7	4.0	5.1	5.2
Public Campground	1.7	1.6	0.4	1.5	1.6	1.8	1.8
Private Home	5.8	6.7	7.1	7.2	7.6	8.0	8.3
Vacation Home	4.1	4.5	4.7	4.8	4.9	5.1	5.3
Day Travel	7.0	7.6	7.5	8.1	8.6	9.4	9.7
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	29.2	31.4	31.5	33.8	35.9	39.3	40.4
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	29.2	31.3	31.4	33.8	35.9	39.2	40.3
Accommodations	4.6	4.9	5.0	5.3	5.6	6.2	6.3
Eating, Drinking	8.1	8.6	8.7	9.4	9.9	10.5	10.9
Food Stores	2.0	2.2	2.0	2.4	2.5	2.8	2.9
Ground Transport	3.1	3.2	3.3	3.1	3.6	4.5	4.3
Recreation	5.3	5.8	5.8	6.3	6.6	7.1	7.3
Retail Sales	6.1	6.7	6.6	7.2	7.6	8.2	8.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	29.2	31.4	31.5	33.8	35.9	39.3	40.4
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	8.2	8.8	8.9	9.6	10.2	11.2	11.5
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	130	120	120	110	120	120	120
Eating, Drinking	330	340	320	310	300	320	320
Food Stores	20	20	20	20	20	20	20
Ground Transport	20	20	20	10	20	20	20
Recreation	110	110	110	100	110	110	110
Retail Sales	90	90	90	80	80	80	80
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	690	700	680	640	640	680	670
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.4	0.4	0.4	0.4	0.5	0.5	0.5
State Taxes	1.4	1.5	1.5	1.6	1.7	1.9	1.9
Total Taxes	1.8	1.9	1.9	2.1	2.2	2.4	2.4

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## Contra Costa County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	547.0	638.8	707.1	744.6	811.2	896.3	869.1
Hotel, Motel, B&B	210.3	259.7	309.8	346.1	379.8	421.5	383.3
Private Campground	18.0	20.2	22.1	20.0	23.6	28.9	29.6
Public Campground	5.6	5.3	5.2	5.1	5.8	6.2	6.3
Private Home	134.3	150.8	154.1	153.4	163.8	179.0	187.9
Vacation Home	21.0	22.8	23.2	23.6	24.3	25.5	27.4
Day Travel	157.8	179.9	192.6	196.4	213.9	235.2	234.7
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	6.2	7.8	8.4	9.9	8.5	8.6	8.1
Total Spending	553.2	646.5	715.6	754.5	819.7	904.9	877.1
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	547.0	638.8	707.1	744.6	811.2	896.3	869.1
Accommodations	69.2	87.5	103.5	116.4	125.9	141.5	131.8
Eating, Drinking	110.2	130.5	147.8	161.7	172.1	179.5	175.2
Food Stores	17.5	21.4	23.6	25.2	26.7	27.9	28.5
Ground Transport	179.4	190.1	199.9	189.5	218.5	265.7	255.7
Recreation	71.0	87.4	97.7	106.3	113.5	119.2	116.8
Retail Sales	99.7	121.8	134.6	145.3	154.6	162.4	161.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	6.2	7.8	8.4	9.9	8.5	8.6	8.1
Total Spending	553.2	646.5	715.6	754.5	819.7	904.9	877.1
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	150.2	181.5	204.2	223.5	235.4	251.6	243.1
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,480	1,740	2,030	2,100	2,220	2,290	2,030
Eating, Drinking	3,560	4,040	4,330	4,460	4,550	4,470	4,150
Food Stores	130	140	150	150	150	150	140
Ground Transport	850	860	900	780	870	1,000	910
Recreation	2,000	2,290	2,520	2,530	2,640	2,550	2,370
Retail Sales	1,120	1,310	1,380	1,420	1,410	1,330	1,250
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	580	580	590	590	520	490	470
Total Employment	9,710	10,950	11,890	12,020	12,360	12,270	11,340
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	11.6	14.2	16.3	17.7	19.3	21.6	20.5
State Taxes	34.0	39.3	42.4	44.3	47.2	51.2	49.9
Total Taxes	45.7	53.6	58.7	62.0	66.5	72.8	70.4

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## Del Norte County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	78.3	83.1	88.3	84.6	90.8	93.1	96.4
Hotel, Motel, B&B	16.3	18.7	19.4	20.7	21.8	22.6	23.6
Private Campground	28.4	27.7	30.4	26.1	28.9	29.2	30.1
Public Campground	1.6	1.9	1.9	1.9	2.0	2.0	2.1
Private Home	7.7	9.0	9.4	9.8	10.2	10.7	11.1
Vacation Home	4.5	5.0	5.1	5.3	5.4	5.5	5.8
Day Travel	19.7	20.7	22.0	20.8	22.4	22.9	23.7
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	78.3	83.1	88.3	84.7	90.8	93.3	96.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	78.3	83.1	88.3	84.6	90.8	93.1	96.4
Accommodations	13.8	14.8	15.7	15.2	16.3	16.6	17.4
Eating, Drinking	23.3	24.1	25.7	24.8	26.5	26.9	27.8
Food Stores	8.1	8.5	9.2	8.4	9.1	9.2	9.6
Ground Transport	2.0	2.1	2.2	2.1	2.4	3.0	2.9
Recreation	13.9	15.1	16.0	15.5	16.5	17.0	17.5
Retail Sales	17.1	18.4	19.5	18.6	19.9	20.4	21.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	78.3	83.1	88.3	84.7	90.8	93.3	96.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	23.4	24.7	26.3	25.3	27.1	27.9	28.9
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	450	440	460	410	450	450	440
Eating, Drinking	1,130	1,120	1,130	1,030	1,080	1,100	1,080
Food Stores	90	90	90	80	80	80	80
Ground Transport	10	10	10	10	10	20	20
Recreation	350	350	370	330	350	350	350
Retail Sales	290	300	300	270	280	270	270
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	2,320	2,310	2,360	2,140	2,260	2,280	2,250
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.0	1.4	1.5	1.5	1.6	1.6	1.7
State Taxes	3.3	3.5	3.7	3.5	3.8	3.9	4.0
Total Taxes	4.3	4.9	5.2	5.0	5.3	5.5	5.7

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## El Dorado County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	555.6	606.5	635.0	656.6	688.4	703.5	722.0
Hotel, Motel, B&B	250.1	260.0	267.5	285.6	301.5	305.8	305.5
Private Campground	20.4	27.7	34.7	29.5	31.2	30.9	31.7
Public Campground	6.3	6.8	7.0	7.1	7.4	8.1	8.3
Private Home	34.8	41.7	43.7	45.7	48.0	50.7	54.0
Vacation Home	99.6	110.1	112.9	115.6	118.6	122.5	130.7
Day Travel	144.5	160.2	169.2	173.0	181.6	185.5	191.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.3	0.6	0.6	0.8	2.2	1.9	1.8
Total Spending	555.9	607.1	635.6	657.4	690.6	705.4	723.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	555.6	606.5	635.0	656.6	688.4	703.5	722.0
Accommodations	119.1	128.8	133.3	139.3	145.8	150.3	151.5
Eating, Drinking	152.3	161.8	170.6	177.5	185.0	185.6	191.5
Food Stores	22.4	26.4	28.8	28.8	30.0	30.1	31.6
Ground Transport	22.4	24.0	25.3	24.1	27.6	33.4	32.2
Recreation	126.6	139.8	145.3	150.8	157.4	159.6	165.7
Retail Sales	112.8	125.6	131.7	136.1	142.6	144.4	149.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.3	0.6	0.6	0.8	2.2	1.9	1.8
Total Spending	555.9	607.1	635.6	657.4	690.6	705.4	723.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	189.8	206.9	216.2	225.0	237.9	240.9	247.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,900	2,910	2,980	2,870	3,030	3,050	2,930
Eating, Drinking	5,650	5,760	5,730	5,640	5,820	5,840	5,740
Food Stores	180	200	210	200	200	200	200
Ground Transport	150	170	180	160	180	200	190
Recreation	3,510	3,610	3,700	3,550	3,740	3,700	3,660
Retail Sales	1,450	1,550	1,550	1,530	1,550	1,490	1,470
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	60	70	60	90	130	110	110
Total Employment	13,900	14,270	14,420	14,040	14,640	14,600	14,300
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	11.1	11.9	12.3	13.0	13.8	14.2	14.2
State Taxes	22.3	24.6	25.8	26.7	28.0	28.5	29.3
Total Taxes	33.4	36.6	38.2	39.7	41.8	42.8	43.5

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## Fresno County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	567.6	631.3	657.5	672.3	707.8	773.7	794.9
Hotel, Motel, B&B	210.4	220.5	225.8	237.2	246.8	273.5	280.5
Private Campground	26.8	32.8	36.8	32.4	35.1	41.0	41.4
Public Campground	10.2	11.1	11.3	11.6	12.2	13.9	14.0
Private Home	102.5	121.6	127.9	131.2	139.4	148.9	153.8
Vacation Home	44.3	49.2	50.6	51.7	53.3	55.3	58.2
Day Travel	173.4	196.2	205.2	208.2	220.9	241.2	247.0
Air Transportation	11.2	18.0	15.3	13.8	17.3	19.6	20.8
Travel Arrangement	1.9	2.7	2.8	3.2	3.0	2.7	2.6
Total Spending	580.8	652.0	675.7	689.3	728.1	796.0	818.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	567.6	631.3	657.5	672.3	707.8	773.7	794.9
Accommodations	87.9	94.9	96.9	101.0	103.9	112.3	118.2
Eating, Drinking	134.8	145.5	151.5	158.1	163.0	173.3	180.5
Food Stores	25.1	29.5	31.1	31.9	32.9	35.0	36.9
Ground Transport	115.5	130.7	139.8	134.1	151.5	178.9	173.3
Recreation	82.7	92.7	95.6	99.4	102.9	110.1	114.8
Retail Sales	121.7	138.0	142.6	148.0	153.5	164.0	171.1
Air Transportation	11.2	18.0	15.3	13.8	17.3	19.6	20.8
Travel Arrangement	1.9	2.7	2.8	3.2	3.0	2.7	2.6
Total Spending	580.8	652.0	675.7	689.3	728.1	796.0	818.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	152.8	171.3	177.0	183.4	190.5	203.6	211.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,360	2,370	2,390	2,350	2,420	2,500	2,500
Eating, Drinking	5,550	5,750	5,660	5,700	5,760	5,980	5,930
Food Stores	230	250	260	250	250	260	260
Ground Transport	890	1,030	1,110	1,020	1,110	1,230	1,150
Recreation	1,650	1,730	1,750	1,720	1,780	1,820	1,800
Retail Sales	1,740	1,890	1,860	1,890	1,870	1,860	1,850
Air Transportation	130	160	140	130	160	190	180
Travel Arrangement	200	270	260	270	240	220	210
Total Employment	12,760	13,450	13,430	13,330	13,590	14,050	13,880
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	12.1	13.2	13.6	13.9	14.2	15.6	16.2
State Taxes	29.5	33.3	34.7	35.5	37.2	40.3	40.9
Total Taxes	41.6	46.5	48.3	49.4	51.5	55.9	57.1

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## Glenn County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	29.7	34.8	36.1	37.0	39.5	42.9	43.8
Hotel, Motel, B&B	8.0	9.6	9.9	10.6	11.5	12.4	12.5
Private Campground	2.3	3.4	3.6	3.5	3.8	4.9	5.0
Public Campground	1.5	1.6	1.7	1.7	1.7	1.9	1.9
Private Home	9.0	10.0	10.4	10.6	11.0	11.6	11.9
Vacation Home	1.2	1.3	1.3	1.4	1.4	1.5	1.6
Day Travel	7.6	8.9	9.2	9.4	9.9	10.7	11.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Total Spending	29.8	34.8	36.1	37.1	39.5	43.2	44.1
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	29.7	34.8	36.1	37.0	39.5	42.9	43.8
Accommodations	3.5	4.3	4.5	4.7	5.1	5.6	5.7
Eating, Drinking	8.4	9.7	10.0	10.4	11.0	11.6	11.9
Food Stores	2.0	2.5	2.7	2.7	2.8	3.1	3.2
Ground Transport	4.3	4.5	4.7	4.4	5.1	6.3	6.0
Recreation	5.3	6.4	6.6	6.8	7.2	7.6	7.8
Retail Sales	6.3	7.5	7.7	8.0	8.4	8.9	9.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Total Spending	29.8	34.8	36.1	37.1	39.5	43.2	44.1
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	8.0	9.4	9.8	10.2	10.7	12.0	12.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	110	130	130	120	140	140	140
Eating, Drinking	410	450	440	410	440	440	430
Food Stores	20	30	30	20	20	20	20
Ground Transport	30	30	30	20	30	30	30
Recreation	130	150	150	140	150	150	140
Retail Sales	110	120	120	110	120	110	110
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	810	910	900	840	900	910	890
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.4	0.5	0.5	0.5	0.5	0.6	0.6
State Taxes	1.5	1.7	1.8	1.8	1.9	2.1	2.1
Total Taxes	1.9	2.2	2.3	2.3	2.5	2.7	2.7

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## Humboldt County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	225.5	244.3	250.2	253.4	271.2	285.0	291.3
Hotel, Motel, B&B	74.1	79.4	80.1	84.1	91.9	97.5	99.4
Private Campground	18.4	19.9	22.2	18.9	21.1	21.8	22.3
Public Campground	12.1	11.7	10.7	10.9	12.2	13.0	13.3
Private Home	41.1	46.3	48.0	49.2	51.0	53.5	55.0
Vacation Home	27.5	30.3	31.2	31.9	32.8	33.9	34.7
Day Travel	52.3	56.6	58.0	58.3	62.3	65.3	66.7
Air Transportation	0.8	1.5	1.4	1.5	1.5	1.5	1.6
Travel Arrangement	0.4	0.5	0.6	0.5	0.5	0.5	0.5
Total Spending	226.7	246.4	252.1	255.4	273.3	287.0	293.4
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	225.5	244.3	250.2	253.4	271.2	285.0	291.3
Accommodations	38.7	42.2	42.8	43.9	47.1	49.1	50.9
Eating, Drinking	64.1	67.7	69.6	71.2	75.4	77.6	79.5
Food Stores	14.3	15.8	16.2	16.1	17.1	17.5	18.2
Ground Transport	20.3	21.6	22.7	21.5	24.8	30.1	29.0
Recreation	41.5	45.7	46.6	47.6	50.5	52.4	53.7
Retail Sales	46.6	51.3	52.3	53.1	56.3	58.4	59.9
Air Transportation	0.8	1.5	1.4	1.5	1.5	1.5	1.6
Travel Arrangement	0.4	0.5	0.6	0.5	0.5	0.5	0.5
Total Spending	226.7	246.4	252.1	255.4	273.3	287.0	293.4
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	66.3	71.9	73.5	74.8	79.7	82.5	84.7
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,150	1,160	1,160	1,100	1,180	1,170	1,150
Eating, Drinking	2,870	2,910	2,830	2,750	2,850	2,850	2,780
Food Stores	140	150	140	140	140	140	130
Ground Transport	150	160	170	150	170	190	180
Recreation	960	990	990	940	990	980	960
Retail Sales	730	760	740	720	730	700	690
Air Transportation	10	10	10	10	10	10	10
Travel Arrangement	50	50	50	50	50	50	50
Total Employment	6,060	6,190	6,100	5,850	6,120	6,090	5,950
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	3.6	4.1	4.2	4.3	4.6	4.8	5.0
State Taxes	10.2	11.2	11.5	11.6	12.4	13.0	13.2
Total Taxes	13.9	15.3	15.7	15.9	17.0	17.8	18.1

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# Imperial County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	184.2	223.9	258.6	247.1	258.1	281.9	290.4
Hotel, Motel, B&B	32.1	30.0	32.4	35.9	40.8	45.4	45.2
Private Campground	40.0	59.6	79.8	64.9	64.5	73.9	75.8
Public Campground	2.2	2.4	2.3	2.4	2.8	2.5	2.6
Private Home	38.4	46.5	48.7	51.4	54.3	57.5	60.3
Vacation Home	25.4	28.0	28.6	29.3	30.1	31.0	32.6
Day Travel	46.0	57.4	66.8	63.1	65.6	71.5	73.9
Air Transportation	1.1	1.5	1.5	1.4	1.6	1.6	1.7
Travel Arrangement	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Total Spending	185.5	225.5	260.3	248.6	259.8	283.6	292.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	184.2	223.9	258.6	247.1	258.1	281.9	290.4
Accommodations	27.9	32.8	38.1	36.4	38.1	41.9	43.1
Eating, Drinking	53.7	64.0	74.4	71.7	74.4	80.1	82.9
Food Stores	14.8	20.6	25.5	23.0	23.3	25.3	26.5
Ground Transport	13.0	14.0	14.7	14.0	16.1	19.4	18.7
Recreation	34.2	41.8	47.5	46.1	48.2	52.1	54.0
Retail Sales	40.5	50.8	58.4	55.9	58.1	62.9	65.2
Air Transportation	1.1	1.5	1.5	1.4	1.6	1.6	1.7
Travel Arrangement	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Total Spending	185.5	225.5	260.3	248.6	259.8	283.6	292.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	53.9	64.9	75.1	72.0	74.9	81.3	83.9
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	760	830	960	820	850	890	870
Eating, Drinking	2,200	2,510	2,760	2,450	2,450	2,590	2,550
Food Stores	130	180	210	170	170	170	170
Ground Transport	100	110	110	100	110	120	110
Recreation	730	830	930	810	830	860	850
Retail Sales	580	690	760	680	660	670	660
Air Transportation	10	10	10	10	20	20	20
Travel Arrangement	20	20	20	20	10	10	10
Total Employment	4,540	5,180	5,750	5,070	5,090	5,330	5,240
<b>Tax Revenues Generated by Travel Spending (\$Thousands)</b>							
Local Taxes	2.8	3.5	4.0	3.9	4.1	4.5	4.6
State Taxes	8.3	10.1	11.5	11.1	11.5	12.5	12.9
Total Taxes	11.1	13.6	15.5	15.0	15.7	17.1	17.5

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## Inyo County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	114.2	133.9	145.7	144.2	149.5	157.3	157.7
Hotel, Motel, B&B	54.0	64.4	67.8	71.7	75.2	78.8	77.3
Private Campground	17.3	21.5	27.6	22.0	22.2	24.2	24.9
Public Campground	14.2	15.5	15.9	16.2	16.8	17.7	18.1
Private Home	6.0	6.5	6.7	6.8	7.0	7.3	7.5
Vacation Home	8.4	9.2	9.4	9.7	9.9	10.3	10.5
Day Travel	14.3	16.6	18.3	17.7	18.3	19.2	19.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	114.2	133.9	145.7	144.3	149.5	157.5	157.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	114.2	133.9	145.7	144.2	149.5	157.3	157.7
Accommodations	26.5	32.0	34.5	34.9	36.1	38.1	38.2
Eating, Drinking	31.2	35.8	39.3	39.1	40.2	41.4	41.5
Food Stores	9.3	11.2	12.7	11.9	12.1	12.5	13.0
Ground Transport	8.2	8.5	8.9	8.4	9.8	12.0	11.5
Recreation	18.3	21.8	23.5	23.6	24.3	25.2	25.2
Retail Sales	20.7	24.6	26.7	26.3	27.1	28.1	28.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	114.2	133.9	145.7	144.3	149.5	157.5	157.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	33.9	40.0	43.5	43.4	44.7	46.9	47.0
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	570	640	680	530	740	610	590
Eating, Drinking	1,010	1,110	1,150	920	1,240	1,030	980
Food Stores	70	80	80	60	80	70	60
Ground Transport	40	30	40	30	40	40	40
Recreation	310	340	360	280	390	320	300
Retail Sales	230	260	270	220	290	230	220
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	2,220	2,460	2,590	2,040	2,790	2,300	2,200
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.6	3.1	3.3	3.3	3.5	3.7	3.7
State Taxes	4.8	5.6	6.1	6.0	6.2	6.5	6.5
Total Taxes	7.4	8.6	9.3	9.4	9.7	10.2	10.2

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## Kern County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	666.0	723.5	791.4	792.4	815.1	873.4	896.7
Hotel, Motel, B&B	190.6	201.4	219.7	237.8	232.6	235.2	242.1
Private Campground	111.5	114.8	140.0	118.4	125.7	148.1	149.6
Public Campground	10.4	11.2	11.2	11.7	12.2	13.4	13.5
Private Home	81.4	96.7	100.2	103.9	111.0	119.5	123.8
Vacation Home	76.8	85.1	86.9	89.1	92.0	95.8	99.7
Day Travel	195.3	214.3	233.4	231.6	241.5	261.4	267.8
Air Transportation	1.0	2.9	2.6	2.6	2.7	31.9	33.9
Travel Arrangement	1.0	0.9	0.9	1.0	1.0	1.0	0.9
Total Spending	668.0	727.3	795.0	796.1	818.8	906.3	931.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	666.0	723.5	791.4	792.4	815.1	873.4	896.7
Accommodations	113.4	122.5	133.9	137.3	136.1	140.5	146.8
Eating, Drinking	155.3	164.7	183.0	185.8	186.2	192.4	200.6
Food Stores	39.4	43.8	50.0	48.0	48.8	52.1	54.7
Ground Transport	125.9	135.2	142.6	135.5	155.6	188.1	181.3
Recreation	93.2	103.1	112.7	114.9	115.5	119.7	125.0
Retail Sales	138.8	154.2	169.2	170.9	172.8	180.5	188.4
Air Transportation	1.0	2.9	2.6	2.6	2.7	31.9	33.9
Travel Arrangement	1.0	0.9	0.9	1.0	1.0	1.0	0.9
Total Spending	668.0	727.3	795.0	796.1	818.8	906.3	931.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	174.4	189.7	208.6	211.4	212.8	231.0	240.1
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	3,060	3,050	3,290	3,140	3,130	3,070	3,050
Eating, Drinking	6,320	6,430	6,750	6,540	6,470	6,500	6,450
Food Stores	350	370	400	370	370	370	370
Ground Transport	930	1,030	1,100	980	1,090	1,240	1,150
Recreation	1,830	1,890	2,030	1,930	1,960	1,930	1,910
Retail Sales	1,960	2,080	2,190	2,120	2,070	2,000	1,990
Air Transportation	20	40	40	40	40	260	250
Travel Arrangement	110	90	90	110	120	110	100
Total Employment	14,580	14,980	15,890	15,240	15,250	15,470	15,280
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	9.8	11.5	12.6	13.1	13.5	14.0	14.5
State Taxes	35.0	38.4	41.5	41.8	43.0	46.3	46.9
Total Taxes	44.8	50.0	54.1	54.9	56.5	60.2	61.4

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## Kings County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	75.8	89.0	94.3	98.0	104.6	113.8	118.6
Hotel, Motel, B&B	12.8	14.3	15.6	16.5	18.1	20.7	22.0
Private Campground	0.9	1.0	1.1	1.0	1.1	1.5	1.5
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	39.4	47.0	49.5	51.2	54.3	58.2	60.3
Vacation Home	0.9	1.0	1.0	1.0	1.1	1.1	1.2
Day Travel	21.7	25.7	27.1	28.1	29.9	32.4	33.6
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.4	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	76.2	89.2	94.4	98.1	104.7	113.9	118.7
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	75.8	89.0	94.3	98.0	104.6	113.8	118.6
Accommodations	4.3	5.0	5.4	5.7	6.2	7.0	7.7
Eating, Drinking	22.6	26.3	27.9	29.5	31.0	32.9	34.7
Food Stores	5.0	6.3	6.6	7.0	7.4	7.7	8.2
Ground Transport	11.8	12.6	13.3	12.7	14.6	17.6	17.0
Recreation	14.5	17.6	18.6	19.5	20.6	22.0	23.2
Retail Sales	17.5	21.3	22.4	23.5	24.8	26.5	27.9
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.4	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	76.2	89.2	94.4	98.1	104.7	113.9	118.7
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	20.6	23.7	25.1	26.3	27.8	29.9	31.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	130	140	150	140	150	160	170
Eating, Drinking	1,050	1,180	1,180	1,150	1,170	1,180	1,180
Food Stores	50	60	60	60	60	60	60
Ground Transport	100	110	120	100	110	120	110
Recreation	350	400	410	390	400	400	400
Retail Sales	280	330	330	320	320	310	310
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	30	20	20	20	20	20	20
Total Employment	2,010	2,240	2,280	2,180	2,230	2,250	2,250
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.8	1.0	1.1	1.1	1.2	1.3	1.4
State Taxes	3.9	4.5	4.8	4.9	5.2	5.6	5.8
Total Taxes	4.7	5.5	5.8	6.1	6.4	7.0	7.2

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## Lake County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	167.2	188.9	195.2	197.7	208.7	220.3	233.6
Hotel, Motel, B&B	17.0	21.3	20.8	22.6	26.3	31.4	37.2
Private Campground	14.1	15.6	17.6	15.0	16.7	16.9	17.4
Public Campground	2.3	2.5	2.6	2.7	2.7	2.8	2.9
Private Home	16.8	19.5	20.3	21.1	22.0	23.0	24.6
Vacation Home	82.3	90.7	93.1	95.3	97.7	100.7	103.5
Day Travel	34.8	39.2	40.8	41.0	43.3	45.5	48.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Total Spending	167.3	188.9	195.2	197.7	208.7	220.6	233.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	167.2	188.9	195.2	197.7	208.7	220.3	233.6
Accommodations	38.0	43.4	44.3	45.2	47.7	50.5	53.8
Eating, Drinking	46.6	51.4	53.4	54.3	57.2	59.9	63.8
Food Stores	8.5	9.8	10.5	10.3	10.9	11.2	11.9
Ground Transport	4.5	4.7	4.9	4.6	5.4	6.6	6.4
Recreation	33.5	38.4	39.4	40.1	42.2	44.5	47.3
Retail Sales	36.1	41.3	42.6	43.1	45.3	47.6	50.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Total Spending	167.3	188.9	195.2	197.7	208.7	220.6	233.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	52.0	58.6	60.5	61.5	64.8	68.7	73.0
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,070	1,130	1,140	1,060	1,100	1,190	1,200
Eating, Drinking	1,950	2,060	2,020	1,920	1,940	2,130	2,160
Food Stores	80	90	90	80	80	80	80
Ground Transport	30	20	30	20	20	30	30
Recreation	720	770	780	730	750	810	820
Retail Sales	520	570	560	540	530	560	560
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	4,370	4,640	4,620	4,350	4,430	4,810	4,870
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.9	2.3	2.4	2.4	2.6	2.9	3.1
State Taxes	7.4	8.3	8.6	8.8	9.2	9.7	10.2
Total Taxes	9.3	10.7	11.0	11.2	11.8	12.5	13.3

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## Lassen County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	49.0	55.5	56.3	58.9	61.2	65.2	70.0
Hotel, Motel, B&B	11.4	12.6	12.1	12.4	13.6	15.1	17.8
Private Campground	2.9	3.4	3.5	4.3	3.8	4.0	4.0
Public Campground	1.9	2.1	2.2	2.2	2.3	2.4	2.5
Private Home	9.8	11.6	12.2	12.6	13.3	14.1	14.4
Vacation Home	11.7	12.8	13.2	13.5	13.9	14.3	15.1
Day Travel	11.3	12.9	13.2	13.9	14.3	15.2	16.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.1	0.1	0.1	0.1	0.0	0.0
Total Spending	49.0	55.5	56.4	59.0	61.2	65.2	70.1
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	49.0	55.5	56.3	58.9	61.2	65.2	70.0
Accommodations	8.6	9.6	9.6	10.0	10.4	11.0	12.3
Eating, Drinking	13.9	15.5	15.8	16.7	17.1	18.0	19.5
Food Stores	2.9	3.4	3.6	3.9	3.9	4.0	4.2
Ground Transport	3.8	4.0	4.2	3.9	4.6	5.6	5.4
Recreation	9.4	10.8	10.9	11.5	11.9	12.5	13.6
Retail Sales	10.4	12.1	12.3	13.0	13.4	14.1	15.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.1	0.1	0.1	0.1	0.0	0.0
Total Spending	49.0	55.5	56.4	59.0	61.2	65.2	70.1
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	14.4	16.3	16.5	17.3	17.8	18.8	20.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	250	260	260	260	260	270	290
Eating, Drinking	610	660	630	640	650	680	700
Food Stores	30	30	30	30	30	30	30
Ground Transport	20	20	20	20	20	30	30
Recreation	210	230	230	230	230	240	250
Retail Sales	160	180	170	180	170	170	180
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	10	10	10	10	10	10
Total Employment	1,300	1,390	1,360	1,360	1,370	1,440	1,480
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.6	0.7	0.7	0.7	0.8	0.8	0.9
State Taxes	2.3	2.6	2.6	2.7	2.8	3.0	3.2
Total Taxes	2.9	3.3	3.3	3.5	3.6	3.9	4.1

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[www.deanrunyan.com](http://www.deanrunyan.com).

## Los Angeles County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	7,896	9,137	9,967	10,442	11,305	12,211	12,163
Hotel, Motel, B&B	4,213	4,938	5,508	5,878	6,435	7,002	6,868
Private Campground	101	114	128	134	137	139	141
Public Campground	9	9	8	11	8	15	15
Private Home	1,030	1,162	1,195	1,200	1,254	1,329	1,373
Vacation Home	111	122	125	126	130	136	151
Day Travel	2,433	2,791	3,004	3,094	3,340	3,590	3,616
Air Transportation	3,127	4,012	3,964	3,657	3,811	4,178	4,459
Travel Arrangement	157	166	175	186	195	207	195
Total Spending	11,181	13,316	14,106	14,285	15,311	16,597	16,817
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	7,896	9,137	9,967	10,442	11,305	12,211	12,163
Accommodations	1,270	1,505	1,675	1,809	1,966	2,141	2,071
Eating, Drinking	1,798	2,025	2,227	2,386	2,546	2,656	2,687
Food Stores	208	247	270	289	304	316	325
Ground Transport	1,712	1,959	2,099	2,017	2,273	2,672	2,590
Recreation	1,387	1,625	1,770	1,889	2,024	2,127	2,154
Retail Sales	1,519	1,777	1,927	2,052	2,191	2,300	2,335
Air Transportation	3,127	4,012	3,964	3,657	3,811	4,178	4,459
Travel Arrangement	157	166	175	186	195	207	195
Total Spending	11,181	13,316	14,106	14,285	15,311	16,597	16,817
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	3,935	4,430	4,735	4,906	5,222	5,519	5,586
<b>Employment Generated by Travel Spending (Thousands of Jobs)</b>							
Accommodations	24.1	26.3	28.9	28.4	30.3	31.2	28.8
Eating, Drinking	52.9	57.0	59.3	59.3	60.9	61.4	59.2
Food Stores	1.4	1.5	1.6	1.6	1.6	1.6	1.5
Ground Transport	10.1	11.9	13.0	11.5	12.2	13.3	12.4
Recreation	40.0	43.6	46.9	45.6	47.9	47.6	46.0
Retail Sales	15.5	17.3	18.0	18.0	18.1	17.5	16.9
Air Transportation	23.7	23.5	23.2	22.7	23.2	23.5	22.5
Travel Arrangement	10.0	9.9	9.9	10.2	10.2	10.4	9.8
Total Employment	177.7	191.1	200.7	197.3	204.5	206.6	197.1
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	212	267	293	312	339	369	362
State Taxes	427	493	528	549	586	628	627
Total Taxes	639	760	822	861	925	997	989

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## Madera County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	133.5	167.5	176.4	176.7	188.8	199.9	208.1
Hotel, Motel, B&B	33.2	45.1	46.4	49.1	53.5	55.3	57.5
Private Campground	28.3	35.9	39.3	35.5	38.0	41.6	42.6
Public Campground	5.7	6.1	6.3	6.5	6.7	7.0	7.1
Private Home	12.0	14.9	15.9	16.8	17.8	19.2	20.1
Vacation Home	15.6	17.2	17.6	18.0	18.5	19.1	20.7
Day Travel	38.7	48.3	51.0	50.8	54.3	57.7	60.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	133.6	167.6	176.5	176.8	189.0	200.0	208.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	133.5	167.5	176.4	176.7	188.8	199.9	208.1
Accommodations	25.2	32.2	33.5	33.9	36.1	38.0	39.6
Eating, Drinking	34.6	43.0	45.7	46.1	48.9	50.8	53.2
Food Stores	10.7	13.7	14.7	14.3	15.0	15.8	16.6
Ground Transport	11.8	12.5	13.2	12.5	14.4	17.5	16.9
Recreation	20.2	26.1	27.4	27.7	29.5	30.8	32.4
Retail Sales	31.0	39.9	42.0	42.2	44.9	47.1	49.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	133.6	167.6	176.5	176.8	189.0	200.0	208.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	37.5	47.3	49.9	50.2	53.4	55.9	58.5
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	680	800	820	790	800	810	800
Eating, Drinking	1,390	1,660	1,660	1,620	1,610	1,650	1,650
Food Stores	100	110	120	110	110	110	110
Ground Transport	80	80	90	80	90	100	90
Recreation	390	470	490	470	480	480	480
Retail Sales	430	530	540	520	510	500	500
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	20	10	10	10	10	10	10
Total Employment	3,090	3,680	3,730	3,610	3,600	3,660	3,650
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.2	3.0	3.1	3.2	3.5	3.7	3.8
State Taxes	6.2	7.6	8.0	8.1	8.6	9.1	9.4
Total Taxes	8.4	10.6	11.2	11.3	12.0	12.7	13.2

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## Marin County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	277.7	369.6	407.9	428.3	473.8	515.6	511.8
Hotel, Motel, B&B	105.4	147.9	170.4	186.9	213.9	238.4	228.2
Private Campground	5.2	24.7	30.5	28.3	33.7	37.5	38.3
Public Campground	4.3	4.1	3.3	4.0	3.7	3.6	3.7
Private Home	65.2	71.3	73.4	75.0	77.7	81.2	83.6
Vacation Home	21.0	22.8	23.3	23.9	24.4	25.3	27.0
Day Travel	76.7	98.8	107.0	110.3	120.4	129.6	131.0
Air Transportation	1.3	4.6	5.0	4.6	5.0	5.1	5.4
Travel Arrangement	5.8	7.6	9.1	10.8	10.6	11.3	10.6
Total Spending	284.9	381.8	421.9	443.7	489.4	532.0	527.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	277.7	369.6	407.9	428.3	473.8	515.6	511.8
Accommodations	42.8	62.8	71.6	77.4	87.6	97.0	91.5
Eating, Drinking	71.0	94.1	104.7	111.1	121.8	129.6	130.5
Food Stores	11.0	16.9	18.7	19.4	21.1	22.2	22.9
Ground Transport	37.4	39.9	42.1	39.9	45.9	55.7	53.7
Recreation	50.0	67.4	74.0	78.4	85.9	92.1	92.8
Retail Sales	65.6	88.5	96.8	102.0	111.5	119.1	120.5
Air Transportation	1.3	4.6	5.0	4.6	5.0	5.1	5.4
Travel Arrangement	5.8	7.6	9.1	10.8	10.6	11.3	10.6
Total Spending	284.9	381.8	421.9	443.7	489.4	532.0	527.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	100.1	135.3	151.4	162.5	176.6	190.1	187.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	760	1,040	1,170	1,210	1,340	1,380	1,240
Eating, Drinking	1,940	2,460	2,590	2,690	2,830	2,870	2,750
Food Stores	70	100	100	100	110	100	100
Ground Transport	180	190	200	190	200	230	210
Recreation	1,180	1,480	1,600	1,620	1,740	1,730	1,660
Retail Sales	620	800	840	870	890	870	830
Air Transportation	10	40	40	40	40	40	40
Travel Arrangement	390	430	490	500	540	520	490
Total Employment	5,140	6,530	7,030	7,210	7,700	7,730	7,330
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	5.0	7.0	7.9	8.6	9.6	10.6	10.1
State Taxes	13.8	17.9	19.5	20.4	22.2	24.0	23.9
Total Taxes	18.8	24.9	27.4	29.0	31.8	34.6	34.0

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# Mariposa County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	196.1	207.3	221.5	238.7	245.4	255.7	277.5
Hotel, Motel, B&B	147.7	153.5	164.9	180.5	185.4	193.1	211.0
Private Campground	4.4	5.5	6.1	5.5	5.8	6.6	6.8
Public Campground	3.3	3.6	3.7	3.8	3.9	4.0	4.2
Private Home	4.7	5.5	5.8	6.0	6.3	6.6	6.8
Vacation Home	17.5	19.3	19.8	20.2	20.7	21.3	22.4
Day Travel	18.7	19.9	21.2	22.7	23.3	24.1	26.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	196.2	207.3	221.5	238.7	245.5	255.9	277.6
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	196.1	207.3	221.5	238.7	245.4	255.7	277.5
Accommodations	59.8	63.6	67.8	73.4	75.4	80.3	86.2
Eating, Drinking	58.2	59.7	64.2	69.5	71.2	72.9	79.8
Food Stores	5.9	6.7	7.2	7.5	7.8	8.1	8.7
Ground Transport	1.8	1.9	2.0	1.9	2.2	2.7	2.6
Recreation	36.4	38.9	41.4	44.6	45.9	47.4	51.8
Retail Sales	34.0	36.5	38.9	41.7	43.0	44.4	48.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	196.2	207.3	221.5	238.7	245.5	255.9	277.6
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	64.9	68.2	72.9	78.7	80.8	84.5	91.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	990	970	1,020	1,040	1,010	1,010	1,030
Eating, Drinking	1,470	1,440	1,470	1,540	1,450	1,430	1,490
Food Stores	30	40	40	40	30	30	30
Ground Transport	10	10	10	10	10	10	10
Recreation	470	470	490	500	490	470	490
Retail Sales	300	310	310	330	300	290	300
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	3,270	3,230	3,340	3,450	3,290	3,250	3,360
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	5.5	6.3	6.7	7.3	7.5	8.0	8.6
State Taxes	7.0	7.4	7.9	8.5	8.8	9.1	9.8
Total Taxes	12.5	13.7	14.6	15.8	16.3	17.0	18.4

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## Mendocino County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	239.8	265.6	276.2	286.7	305.0	325.8	332.8
Hotel, Motel, B&B	115.8	127.9	133.6	142.3	152.7	166.7	168.5
Private Campground	14.4	16.2	18.4	15.6	17.4	17.8	18.2
Public Campground	10.0	10.6	9.7	11.0	11.6	12.0	12.3
Private Home	27.0	30.5	31.6	32.5	33.6	35.0	36.3
Vacation Home	22.5	24.8	25.5	26.1	26.7	27.6	29.2
Day Travel	50.1	55.5	57.5	59.3	62.9	66.7	68.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total Spending	240.0	265.8	276.4	286.9	305.1	325.9	333.0
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	239.8	265.6	276.2	286.7	305.0	325.8	332.8
Accommodations	50.9	57.2	59.4	62.4	66.4	71.3	72.9
Eating, Drinking	69.4	75.0	78.4	82.0	86.5	91.2	93.4
Food Stores	12.4	14.2	14.7	15.1	15.9	16.3	17.0
Ground Transport	14.8	15.5	16.3	15.4	17.8	21.7	20.9
Recreation	44.8	50.4	52.2	54.5	57.6	61.2	62.8
Retail Sales	47.5	53.4	55.2	57.3	60.6	64.1	65.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total Spending	240.0	265.8	276.4	286.9	305.1	325.9	333.0
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	72.7	80.5	83.8	87.5	92.5	98.2	100.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,330	1,390	1,420	1,360	1,400	1,440	1,410
Eating, Drinking	2,760	2,870	2,830	2,750	2,770	2,870	2,800
Food Stores	110	120	120	110	110	110	110
Ground Transport	90	90	90	80	90	110	100
Recreation	920	960	990	930	960	980	960
Retail Sales	660	710	700	680	670	660	650
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	30	30	30	30	20	20	20
Total Employment	5,890	6,150	6,170	5,940	6,020	6,200	6,040
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	5.1	5.7	5.9	6.2	6.7	7.3	7.4
State Taxes	10.1	11.2	11.6	12.1	12.8	13.6	13.8
Total Taxes	15.1	16.9	17.6	18.3	19.5	20.8	21.2

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# Merced County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	129.9	135.5	140.7	144.5	156.7	170.8	174.9
Hotel, Motel, B&B	39.1	35.4	38.1	41.2	44.1	48.4	48.3
Private Campground	4.6	5.3	5.6	5.6	6.2	8.2	8.2
Public Campground	6.9	6.5	5.1	4.3	6.4	5.9	5.9
Private Home	28.1	32.9	34.6	35.2	37.2	40.4	42.3
Vacation Home	8.7	9.7	9.9	10.1	10.4	10.9	11.6
Day Travel	42.6	45.8	47.4	48.1	52.3	57.1	58.6
Air Transportation	0.1	1.3	1.2	1.2	1.7	1.8	1.9
Travel Arrangement	0.4	0.2	0.2	0.2	0.2	0.3	0.3
Total Spending	130.4	137.0	142.1	145.9	158.7	172.9	177.1
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	129.9	135.5	140.7	144.5	156.7	170.8	174.9
Accommodations	16.6	16.2	16.9	18.1	19.2	20.7	21.3
Eating, Drinking	30.1	30.8	32.1	33.9	35.9	37.4	39.1
Food Stores	6.5	7.1	7.2	7.4	8.1	8.3	8.8
Ground Transport	30.3	31.5	33.0	31.1	36.1	44.3	42.6
Recreation	18.3	19.4	20.2	21.2	22.5	23.6	24.7
Retail Sales	28.2	30.4	31.4	32.8	34.9	36.6	38.4
Air Transportation	0.1	1.3	1.2	1.2	1.7	1.8	1.9
Travel Arrangement	0.4	0.2	0.2	0.2	0.2	0.3	0.3
Total Spending	130.4	137.0	142.1	145.9	158.7	172.9	177.1
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	31.8	32.8	34.0	35.6	38.1	40.4	41.9
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	480	430	450	440	470	480	470
Eating, Drinking	1,320	1,300	1,280	1,280	1,340	1,340	1,340
Food Stores	60	60	60	60	70	60	60
Ground Transport	180	170	180	160	180	220	200
Recreation	390	380	390	380	410	400	400
Retail Sales	430	440	440	440	450	430	430
Air Transportation	0	10	10	10	10	10	10
Travel Arrangement	60	40	30	30	40	30	30
Total Employment	2,920	2,840	2,840	2,800	2,960	2,990	2,950
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.0	2.0	2.0	2.2	2.4	2.7	5.8
State Taxes	7.4	8.0	8.3	8.5	9.1	9.8	0.0
Total Taxes	9.4	10.0	10.3	10.7	11.5	12.5	25.5

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## Modoc County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	19.3	20.9	21.4	22.2	22.9	24.5	25.5
Hotel, Motel, B&B	3.9	4.4	4.2	4.2	4.6	5.2	6.1
Private Campground	2.1	2.0	2.3	2.8	2.5	2.7	2.7
Public Campground	0.5	0.6	0.6	0.6	0.6	0.7	0.7
Private Home	3.5	3.8	3.9	3.9	4.1	4.3	4.3
Vacation Home	4.8	5.3	5.5	5.6	5.8	6.0	6.0
Day Travel	4.5	4.8	4.9	5.1	5.2	5.6	5.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	19.3	20.9	21.4	22.2	22.9	24.5	25.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	19.3	20.9	21.4	22.2	22.9	24.5	25.5
Accommodations	3.2	3.6	3.6	3.8	3.8	4.1	4.4
Eating, Drinking	5.1	5.4	5.5	5.8	5.8	6.1	6.4
Food Stores	1.1	1.2	1.3	1.4	1.3	1.4	1.4
Ground Transport	2.7	2.8	2.9	2.8	3.2	3.9	3.8
Recreation	3.4	3.8	3.8	4.0	4.1	4.2	4.5
Retail Sales	3.8	4.2	4.3	4.5	4.5	4.7	5.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	19.3	20.9	21.4	22.2	22.9	24.5	25.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	5.3	5.8	5.9	6.2	6.3	6.6	7.0
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	120	130	120	110	120	120	130
Eating, Drinking	290	290	280	270	260	280	280
Food Stores	10	10	10	10	10	10	10
Ground Transport	20	20	20	20	20	30	20
Recreation	100	100	100	90	100	100	100
Retail Sales	80	80	80	70	70	70	70
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	0	0
Total Employment	620	640	620	580	580	610	620
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Taxes	1.0	1.1	1.1	1.1	1.2	1.2	1.3
Total Taxes	1.2	1.3	1.4	1.4	1.5	1.6	1.6

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## Mono County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	246.6	263.3	288.2	301.7	329.6	352.2	382.6
Hotel, Motel, B&B	132.6	136.3	154.1	167.5	190.3	208.5	231.1
Private Campground	9.5	12.0	14.2	11.1	11.3	10.9	11.3
Public Campground	5.9	6.6	6.8	6.9	7.1	7.3	7.5
Private Home	3.3	4.0	4.3	4.5	4.7	5.0	5.2
Vacation Home	71.1	78.5	80.5	82.5	84.5	86.9	91.1
Day Travel	24.1	25.9	28.3	29.3	31.8	33.5	36.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	246.6	263.3	288.2	301.8	329.7	352.4	382.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	246.6	263.3	288.2	301.7	329.6	352.2	382.6
Accommodations	74.7	80.2	87.5	92.4	101.3	110.5	119.1
Eating, Drinking	69.7	72.2	79.8	84.0	91.8	96.8	106.0
Food Stores	8.6	9.9	11.0	10.8	11.4	11.7	12.6
Ground Transport	3.3	3.5	3.6	3.4	4.0	4.9	4.7
Recreation	45.9	49.5	53.9	56.7	61.9	65.7	71.9
Retail Sales	44.3	48.1	52.3	54.5	59.3	62.7	68.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	246.6	263.3	288.2	301.8	329.7	352.4	382.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	80.8	85.7	94.0	98.8	108.1	115.8	125.9
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,200	1,190	1,290	1,270	1,400	1,500	1,540
Eating, Drinking	1,700	1,690	1,770	1,780	1,910	2,040	2,120
Food Stores	50	50	50	50	50	50	50
Ground Transport	10	10	10	10	10	10	10
Recreation	580	580	620	610	670	700	730
Retail Sales	380	390	410	410	430	430	450
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	3,920	3,920	4,150	4,130	4,480	4,750	4,920
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	5.7	6.5	7.0	7.5	8.1	9.0	9.8
State Taxes	9.4	10.2	11.1	11.6	12.5	13.3	14.4
Total Taxes	15.1	16.7	18.1	19.1	20.7	22.2	24.1

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## Monterey County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	1,156	1,437	1,542	1,613	1,781	1,850	1,861
Hotel, Motel, B&B	740	945	1,024	1,075	1,203	1,253	1,246
Private Campground	10	10	10	10	11	12	12
Public Campground	14	15	14	14	14	15	15
Private Home	80	92	96	99	103	107	112
Vacation Home	36	40	41	42	43	44	48
Day Travel	276	336	358	373	408	418	427
Air Transportation	10	22	23	23	25	25	22
Travel Arrangement	2	2	2	2	7	7	6
Total Spending	1,168	1,461	1,567	1,638	1,813	1,881	1,889
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	1,156	1,437	1,542	1,613	1,781	1,850	1,861
Accommodations	260	335	361	379	423	460	444
Eating, Drinking	327	397	428	450	494	499	510
Food Stores	33	41	43	45	49	50	52
Ground Transport	48	51	54	51	59	71	69
Recreation	188	238	254	267	294	299	306
Retail Sales	300	376	401	420	462	470	481
Air Transportation	10	22	23	23	25	25	22
Travel Arrangement	2	2	2	2	7	7	6
Total Spending	1,168	1,461	1,567	1,638	1,813	1,881	1,889
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	383	480	516	540	607	627	628
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	4,310	5,150	5,470	5,430	5,980	6,090	5,600
Eating, Drinking	8,350	9,750	9,930	10,100	10,710	10,370	10,080
Food Stores	190	220	220	220	230	220	220
Ground Transport	220	250	260	240	260	290	270
Recreation	3,600	4,240	4,470	4,430	4,810	4,580	4,460
Retail Sales	2,660	3,200	3,260	3,330	3,460	3,210	3,130
Air Transportation	160	280	290	300	290	290	260
Travel Arrangement	190	180	210	170	180	180	170
Total Employment	19,690	23,250	24,120	24,230	25,930	25,220	24,170
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	32	39	42	44	49	52	51
State Taxes	48	60	64	67	73	75	76
Total Taxes	81	99	106	111	122	128	127

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## Napa County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	358.1	487.8	535.9	570.2	589.6	630.7	661.7
Hotel, Motel, B&B	202.6	290.2	321.6	350.0	359.8	388.4	405.3
Private Campground	15.8	18.1	20.1	17.1	19.0	19.3	19.8
Public Campground	1.4	1.5	1.5	1.6	1.6	1.7	1.7
Private Home	14.8	16.9	17.5	18.0	18.8	19.6	20.7
Vacation Home	13.2	14.4	14.8	15.1	15.5	16.0	17.3
Day Travel	110.3	146.7	160.5	168.5	174.9	185.6	197.0
Air Transportation	2.1	2.9	2.9	2.8	3.4	4.0	4.2
Travel Arrangement	0.8	1.4	1.6	1.8	0.8	0.7	0.6
Total Spending	360.9	492.2	540.4	574.8	593.8	635.3	666.6
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	358.1	487.8	535.9	570.2	589.6	630.7	661.7
Accommodations	73.4	105.0	115.8	125.0	128.6	139.8	140.6
Eating, Drinking	90.4	119.9	132.5	141.7	145.7	153.6	163.8
Food Stores	11.7	15.6	17.2	17.6	18.3	19.1	20.4
Ground Transport	17.0	19.1	20.4	19.5	22.1	26.2	25.4
Recreation	77.5	107.1	117.3	125.2	129.2	137.3	146.5
Retail Sales	88.1	121.2	132.7	141.1	145.7	154.7	165.1
Air Transportation	2.1	2.9	2.9	2.8	3.4	4.0	4.2
Travel Arrangement	0.8	1.4	1.6	1.8	0.8	0.7	0.6
Total Spending	360.9	492.2	540.4	574.8	593.8	635.3	666.6
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	125.9	173.3	190.6	203.7	207.7	221.2	232.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,340	1,770	1,930	1,930	1,850	1,810	1,730
Eating, Drinking	2,560	3,250	3,400	3,440	3,250	3,160	3,210
Food Stores	70	90	100	90	90	80	80
Ground Transport	120	140	160	140	140	150	140
Recreation	1,890	2,430	2,630	2,590	2,510	2,400	2,440
Retail Sales	860	1,140	1,190	1,210	1,120	1,050	1,060
Air Transportation	10	10	10	10	20	20	20
Travel Arrangement	80	110	120	120	70	60	60
Total Employment	6,940	8,960	9,530	9,540	9,050	8,730	8,750
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	8.5	12.8	14.2	15.3	16.3	17.7	18.0
State Taxes	14.3	19.2	21.0	22.3	23.0	24.5	25.8
Total Taxes	22.9	32.1	35.2	37.6	39.4	42.2	43.8

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## Nevada County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	198.1	218.5	231.8	232.9	251.4	268.7	282.5
Hotel, Motel, B&B	33.1	38.6	42.7	45.1	54.2	60.3	63.1
Private Campground	34.2	34.2	37.4	33.5	35.8	38.8	39.7
Public Campground	5.8	6.3	6.5	6.6	6.8	7.2	7.3
Private Home	27.2	31.8	33.1	34.4	35.9	37.9	39.6
Vacation Home	51.9	57.2	58.7	60.1	61.7	63.7	69.1
Day Travel	45.9	50.4	53.4	53.2	57.0	60.8	63.7
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Total Spending	198.3	218.8	232.1	233.1	251.6	268.9	282.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	198.1	218.5	231.8	232.9	251.4	268.7	282.5
Accommodations	36.4	40.7	43.2	43.8	47.7	50.8	54.1
Eating, Drinking	55.1	59.5	63.6	64.4	69.1	72.7	76.8
Food Stores	13.8	15.3	16.5	16.1	16.9	17.7	18.7
Ground Transport	14.4	14.9	15.6	14.8	17.1	21.0	20.2
Recreation	36.6	41.2	43.5	44.1	47.4	50.1	53.1
Retail Sales	41.8	46.8	49.4	49.8	53.2	56.2	59.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Total Spending	198.3	218.8	232.1	233.1	251.6	268.9	282.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	58.2	64.3	68.2	68.9	74.1	78.7	83.2
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	990	1,030	1,070	1,010	1,070	1,100	1,120
Eating, Drinking	2,240	2,320	2,340	2,250	2,300	2,400	2,420
Food Stores	120	130	130	120	120	120	120
Ground Transport	80	80	80	70	80	100	90
Recreation	770	810	840	790	820	840	850
Retail Sales	590	630	640	620	610	610	610
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	20	30	30	30	20	30	30
Total Employment	4,810	5,020	5,130	4,880	5,020	5,200	5,230
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.5	2.9	3.1	3.2	3.5	3.8	4.0
State Taxes	9.1	10.1	10.7	10.8	11.5	12.2	12.8
Total Taxes	11.6	13.0	13.8	13.9	15.0	16.0	16.7

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## Orange County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	3,848	4,563	4,918	5,053	5,235	5,691	5,795
Hotel, Motel, B&B	2,169	2,614	2,847	2,940	3,032	3,332	3,376
Private Campground	83	84	89	83	87	91	93
Public Campground	11	12	12	12	12	14	14
Private Home	363	425	442	456	481	508	527
Vacation Home	88	96	99	101	104	108	115
Day Travel	1,134	1,334	1,429	1,462	1,520	1,638	1,670
Air Transportation	60	127	119	115	114	116	136
Travel Arrangement	35	42	48	47	51	47	44
Total Spending	3,943	4,732	5,085	5,215	5,400	5,855	5,975
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	3,848	4,563	4,918	5,053	5,235	5,691	5,795
Accommodations	680	828	898	931	951	1,050	1,081
Eating, Drinking	935	1,082	1,173	1,219	1,246	1,322	1,354
Food Stores	100	120	130	134	137	144	150
Ground Transport	483	544	581	557	630	746	722
Recreation	906	1,093	1,175	1,217	1,249	1,336	1,369
Retail Sales	743	896	961	996	1,022	1,093	1,120
Air Transportation	60	127	119	115	114	116	136
Travel Arrangement	35	42	48	47	51	47	44
Total Spending	3,943	4,732	5,085	5,215	5,400	5,855	5,975
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	1,449	1,734	1,875	1,931	1,987	2,118	2,165
<b>Employment Generated by Travel Spending (Thousands of Jobs)</b>							
Accommodations	12.6	14.0	15.1	14.8	14.9	15.7	15.4
Eating, Drinking	26.6	29.5	30.2	30.6	30.1	31.3	30.5
Food Stores	0.6	0.7	0.7	0.7	0.7	0.7	0.7
Ground Transport	2.6	3.0	3.3	3.0	3.2	3.6	3.4
Recreation	25.2	28.3	30.0	29.5	29.7	30.4	29.7
Retail Sales	7.3	8.5	8.7	8.8	8.5	8.5	8.3
Air Transportation	0.7	1.1	1.0	1.0	1.0	0.9	1.0
Travel Arrangement	2.7	2.8	2.9	2.7	2.7	2.4	2.3
Total Employment	78.3	88.0	91.9	91.2	90.8	93.6	91.2
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	91	123	130	134	137	151	156
State Taxes	170	201	216	222	230	247	250
Total Taxes	261	324	346	355	367	398	405

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## Placer County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	521.1	633.2	683.1	734.6	767.9	794.7	823.5
Hotel, Motel, B&B	152.5	206.1	231.4	262.1	278.3	283.2	287.6
Private Campground	14.4	17.7	19.9	16.6	17.7	17.6	18.0
Public Campground	13.0	11.1	12.2	16.3	13.8	15.4	15.7
Private Home	51.0	64.3	68.3	72.0	76.9	82.9	90.9
Vacation Home	143.9	158.3	162.2	165.6	170.2	176.2	181.9
Day Travel	146.3	175.6	189.1	202.0	210.9	219.5	229.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.9	1.0	1.3	1.5	1.4	1.4	1.3
Total Spending	522.0	634.2	684.4	736.1	769.3	796.1	824.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	521.1	633.2	683.1	734.6	767.9	794.7	823.5
Accommodations	97.3	121.4	131.3	143.0	149.1	153.9	156.3
Eating, Drinking	135.7	163.0	177.7	193.4	200.7	203.6	213.1
Food Stores	23.7	28.3	30.7	33.2	33.5	34.2	36.2
Ground Transport	39.1	41.5	43.7	41.4	47.7	58.0	55.8
Recreation	122.7	150.3	160.6	172.5	179.6	183.8	192.4
Retail Sales	102.7	128.6	139.1	151.0	157.3	161.3	169.7
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.9	1.0	1.3	1.5	1.4	1.4	1.3
Total Spending	522.0	634.2	684.4	736.1	769.3	796.1	824.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	174.0	212.5	229.6	248.5	258.3	264.5	274.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,360	2,730	2,890	2,760	2,760	2,790	2,700
Eating, Drinking	4,930	5,680	5,850	5,730	5,600	5,690	5,670
Food Stores	190	210	220	210	200	200	200
Ground Transport	240	250	270	220	240	290	260
Recreation	3,340	3,800	4,010	3,780	3,780	3,790	3,780
Retail Sales	1,290	1,550	1,600	1,580	1,510	1,480	1,480
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	100	100	110	120	110	100	90
Total Employment	12,440	14,330	14,950	14,400	14,200	14,340	14,190
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	7.2	9.6	11.1	12.4	13.3	13.7	14.0
State Taxes	22.7	27.4	29.4	31.4	32.8	34.0	35.1
Total Taxes	29.9	37.0	40.5	43.9	46.1	47.7	49.1

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## Plumas County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	99.7	111.1	112.8	119.0	121.6	127.8	136.2
Hotel, Motel, B&B	16.7	17.8	16.8	15.8	19.8	22.4	26.6
Private Campground	14.3	17.3	17.9	22.6	19.5	20.2	20.7
Public Campground	6.2	6.6	6.9	7.0	7.2	7.5	7.7
Private Home	6.4	7.2	7.4	7.6	7.8	8.1	8.4
Vacation Home	44.2	48.8	50.0	51.2	52.5	54.1	56.3
Day Travel	12.0	13.4	13.7	14.7	14.7	15.4	16.3
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	99.7	111.1	112.8	119.1	121.6	127.8	136.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	99.7	111.1	112.8	119.0	121.6	127.8	136.2
Accommodations	25.4	28.5	28.6	29.8	31.0	32.6	35.1
Eating, Drinking	27.1	29.4	29.9	31.7	32.3	33.7	36.1
Food Stores	7.0	8.2	8.5	9.7	9.1	9.4	9.9
Ground Transport	2.2	2.3	2.4	2.3	2.7	3.3	3.1
Recreation	18.0	20.2	20.4	21.3	22.0	23.1	24.7
Retail Sales	19.9	22.5	22.8	24.2	24.5	25.6	27.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	99.7	111.1	112.8	119.1	121.6	127.8	136.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	31.2	34.7	35.1	37.0	37.9	39.8	42.5
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	820	850	850	820	780	880	900
Eating, Drinking	1,310	1,360	1,310	1,320	1,210	1,380	1,410
Food Stores	70	80	80	90	70	80	80
Ground Transport	10	10	10	10	10	20	20
Recreation	450	470	470	450	430	480	490
Retail Sales	330	360	350	350	320	350	350
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	0	0	0	10	10	10
Total Employment	3,010	3,150	3,080	3,050	2,830	3,200	3,260
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.4	1.6	1.6	1.6	1.7	1.9	2.1
State Taxes	4.2	4.8	4.9	5.1	5.2	5.5	5.8
Total Taxes	5.7	6.3	6.4	6.8	6.9	7.3	7.8

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## Riverside County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	2,836	3,316	3,669	3,708	3,988	4,203	4,417
Hotel, Motel, B&B	904	1,049	1,156	1,266	1,391	1,455	1,552
Private Campground	353	442	554	462	502	546	557
Public Campground	19	19	19	19	20	21	21
Private Home	225	275	289	304	321	342	368
Vacation Home	530	582	595	610	626	647	670
Day Travel	805	948	1,057	1,048	1,127	1,192	1,248
Air Transportation	23	40	39	29	41	45	45
Travel Arrangement	4	5	5	5	5	5	5
Total Spending	2,864	3,361	3,714	3,743	4,034	4,253	4,467
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	2,836	3,316	3,669	3,708	3,988	4,203	4,417
Accommodations	525	616	678	701	753	792	846
Eating, Drinking	776	888	991	1,008	1,075	1,112	1,174
Food Stores	135	168	197	185	197	206	217
Ground Transport	230	247	261	248	284	344	331
Recreation	495	589	647	663	710	739	782
Retail Sales	676	809	896	904	968	1,010	1,068
Air Transportation	23	40	39	29	41	45	45
Travel Arrangement	4	5	5	5	5	5	5
Total Spending	2,864	3,361	3,714	3,743	4,034	4,253	4,467
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	974	1,144	1,264	1,285	1,380	1,439	1,520
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	11,090	12,060	13,100	12,550	13,360	12,770	12,970
Eating, Drinking	24,700	27,120	28,590	27,640	28,600	27,520	27,670
Food Stores	950	1,110	1,250	1,110	1,140	1,080	1,090
Ground Transport	1,250	1,360	1,450	1,290	1,410	1,550	1,430
Recreation	15,430	17,070	18,490	17,580	18,640	17,640	17,780
Retail Sales	7,470	8,550	9,050	8,750	8,890	8,220	8,270
Air Transportation	320	430	420	420	430	450	430
Travel Arrangement	390	440	450	410	390	370	350
Total Employment	61,610	68,140	72,800	69,750	72,870	69,600	69,990
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	55	66	72	76	81	86	91
State Taxes	133	155	170	172	184	193	201
Total Taxes	187	221	243	248	265	279	292

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## Sacramento County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	1,182	1,368	1,476	1,548	1,650	1,823	1,896
Hotel, Motel, B&B	429	493	553	599	644	744	767
Private Campground	22	24	25	24	26	26	27
Public Campground	0	0	0	0	0	0	0
Private Home	322	378	394	404	425	448	471
Vacation Home	13	14	14	15	15	16	17
Day Travel	396	459	490	507	540	589	613
Air Transportation	38	52	47	51	60	65	64
Travel Arrangement	7	8	8	9	9	10	10
Total Spending	1,228	1,428	1,531	1,607	1,719	1,898	1,969
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	1,182	1,368	1,476	1,548	1,650	1,823	1,896
Accommodations	134	155	173	188	201	226	237
Eating, Drinking	313	353	382	408	429	466	491
Food Stores	40	48	52	55	57	61	65
Ground Transport	191	220	236	227	256	299	290
Recreation	235	275	295	313	331	361	381
Retail Sales	269	316	338	357	377	409	432
Air Transportation	38	52	47	51	60	65	64
Travel Arrangement	7	8	8	9	9	10	10
Total Spending	1,228	1,428	1,531	1,607	1,719	1,898	1,969
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	380	438	471	501	532	582	607
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	3,230	3,450	3,790	3,740	3,860	4,170	4,150
Eating, Drinking	11,700	12,650	12,940	12,790	12,720	13,570	13,620
Food Stores	330	370	380	380	370	380	380
Ground Transport	1,500	1,810	1,970	1,740	1,810	1,990	1,860
Recreation	6,590	7,190	7,600	7,310	7,440	7,800	7,840
Retail Sales	3,490	3,920	4,000	3,960	3,860	3,920	3,940
Air Transportation	490	510	460	470	620	630	540
Travel Arrangement	690	570	570	580	560	580	550
Total Employment	28,010	30,480	31,720	30,970	31,240	33,030	32,880
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	24	29	32	34	36	40	42
State Taxes	58	67	72	75	79	87	89
Total Taxes	82	96	103	109	115	127	131

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## San Benito County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	49.1	56.9	61.5	63.4	69.3	74.4	76.0
Hotel, Motel, B&B	5.6	7.5	8.8	9.4	10.6	11.6	10.8
Private Campground	15.2	15.3	16.3	15.9	17.8	19.0	19.5
Public Campground	0.3	0.4	0.4	0.5	0.5	0.6	0.7
Private Home	13.0	16.5	17.6	18.6	19.8	21.3	22.4
Vacation Home	1.4	1.6	1.6	1.7	1.7	1.8	1.8
Day Travel	13.5	15.6	16.8	17.3	18.8	20.2	20.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Total Spending	49.2	57.0	61.6	63.5	69.4	74.6	76.3
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	49.1	56.9	61.5	63.4	69.3	74.4	76.0
Accommodations	5.6	6.4	7.1	7.3	8.1	8.9	8.8
Eating, Drinking	15.0	17.1	18.6	19.4	21.0	22.2	22.8
Food Stores	5.0	5.8	6.2	6.4	6.9	7.3	7.7
Ground Transport	2.9	3.1	3.2	3.0	3.5	4.3	4.1
Recreation	9.1	10.9	11.7	12.2	13.3	14.1	14.5
Retail Sales	11.5	13.6	14.6	15.2	16.5	17.6	18.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Total Spending	49.2	57.0	61.6	63.5	69.4	74.6	76.3
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	14.0	16.2	17.6	18.2	19.8	21.4	21.8
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	140	150	160	150	160	170	160
Eating, Drinking	560	610	630	620	630	640	620
Food Stores	40	50	50	50	50	40	40
Ground Transport	20	10	10	10	10	20	20
Recreation	180	200	210	200	210	210	200
Retail Sales	150	170	170	170	170	170	160
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	10	10	10	10	10	10
Total Employment	1,100	1,200	1,250	1,220	1,240	1,250	1,220
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.7	1.0	1.1	1.1	1.2	1.3	1.3
State Taxes	2.2	2.6	2.7	2.8	3.1	3.3	3.3
Total Taxes	2.9	3.5	3.8	3.9	4.3	4.6	4.7

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## San Bernardino County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	1,905	2,174	2,347	2,361	2,511	2,692	2,787
Hotel, Motel, B&B	388	426	480	516	564	619	657
Private Campground	92	136	176	130	143	159	160
Public Campground	17	17	17	17	19	20	20
Private Home	289	339	353	367	387	412	432
Vacation Home	546	598	611	626	645	672	682
Day Travel	572	658	709	705	753	810	836
Air Transportation	30	51	52	52	48	51	56
Travel Arrangement	3	3	3	3	3	3	3
Total Spending	1,938	2,228	2,402	2,416	2,562	2,746	2,846
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	1,905	2,174	2,347	2,361	2,511	2,692	2,787
Accommodations	290	330	358	366	386	411	433
Eating, Drinking	493	553	601	612	641	668	699
Food Stores	70	87	98	94	98	102	108
Ground Transport	286	310	328	312	358	430	415
Recreation	325	378	406	415	436	458	480
Retail Sales	440	516	556	563	592	622	652
Air Transportation	30	51	52	52	48	51	56
Travel Arrangement	3	3	3	3	3	3	3
Total Spending	1,938	2,228	2,402	2,416	2,562	2,746	2,846
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	623	717	775	788	827	870	910
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	7,490	7,900	8,450	7,600	8,270	8,350	8,370
Eating, Drinking	19,030	20,450	21,000	19,280	20,450	20,720	20,650
Food Stores	600	700	750	650	680	670	670
Ground Transport	1,890	2,070	2,210	1,860	2,130	2,430	2,250
Recreation	12,270	13,270	14,050	12,640	13,720	13,690	13,670
Retail Sales	5,890	6,610	6,800	6,260	6,520	6,340	6,330
Air Transportation	370	480	490	470	480	470	480
Travel Arrangement	340	320	320	310	310	280	270
Total Employment	47,870	51,800	54,080	49,080	52,580	52,960	52,680
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	30	35	38	39	42	46	48
State Taxes	100	115	123	124	131	139	142
Total Taxes	130	150	161	163	173	185	190

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## San Diego County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	4,910	5,959	6,855	7,405	7,867	8,477	8,463
Hotel, Motel, B&B	2,358	2,840	3,416	3,823	4,104	4,447	4,356
Private Campground	113	243	289	270	282	311	319
Public Campground	63	57	55	54	51	67	69
Private Home	584	667	689	707	737	772	805
Vacation Home	171	187	191	195	200	207	219
Day Travel	1,620	1,964	2,216	2,355	2,492	2,673	2,694
Air Transportation	192	210	214	190	191	211	233
Travel Arrangement	27	33	35	37	38	40	38
Total Spending	5,129	6,202	7,104	7,633	8,096	8,728	8,734
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	4,910	5,959	6,855	7,405	7,867	8,477	8,463
Accommodations	794	985	1,173	1,303	1,389	1,519	1,489
Eating, Drinking	1,327	1,573	1,822	1,985	2,090	2,212	2,222
Food Stores	147	195	223	235	244	260	267
Ground Transport	458	516	552	529	598	707	685
Recreation	1,084	1,333	1,533	1,670	1,767	1,884	1,892
Retail Sales	1,101	1,357	1,553	1,683	1,778	1,895	1,908
Air Transportation	192	210	214	190	191	211	233
Travel Arrangement	27	33	35	37	38	40	38
Total Spending	5,129	6,202	7,104	7,633	8,096	8,728	8,734
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	1,740	2,096	2,415	2,619	2,764	2,958	2,959
<b>Employment Generated by Travel Spending (Thousands of Jobs)</b>							
Accommodations	16.0	18.2	21.4	21.6	22.4	23.3	21.8
Eating, Drinking	40.5	46.4	50.7	51.2	51.5	53.2	50.9
Food Stores	1.0	1.2	1.4	1.3	1.3	1.3	1.3
Ground Transport	2.8	3.3	3.5	3.1	3.3	3.6	3.4
Recreation	27.1	31.0	35.2	34.7	35.8	36.3	34.7
Retail Sales	11.7	13.9	15.1	15.3	15.1	15.0	14.4
Air Transportation	2.1	1.8	1.8	1.9	1.9	1.9	1.9
Travel Arrangement	2.3	2.4	2.5	2.4	2.4	2.3	2.2
Total Employment	103.6	118.2	131.6	131.6	133.7	137.0	130.5
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	116	137	163	179	192	209	206
State Taxes	216	262	297	318	336	360	359
Total Taxes	333	400	459	496	528	569	565

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## San Francisco County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	2,954	3,973	4,438	4,742	5,377	5,573	4,833
Hotel, Motel, B&B	2,190	3,015	3,396	3,648	4,171	4,339	3,683
Private Campground	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0
Private Home	192	215	222	228	235	245	252
Vacation Home	23	25	26	26	27	28	32
Day Travel	550	717	793	839	944	962	866
Air Transportation	2,358	2,798	2,756	2,613	2,682	2,853	2,733
Travel Arrangement	38	47	49	47	49	57	53
Total Spending	5,351	6,818	7,243	7,402	8,108	8,483	7,620
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	2,954	3,973	4,438	4,742	5,377	5,573	4,833
Accommodations	757	1,057	1,188	1,279	1,465	1,596	1,295
Eating, Drinking	778	1,019	1,146	1,233	1,393	1,396	1,229
Food Stores	68	91	102	109	122	122	111
Ground Transport	180	216	234	226	252	290	282
Recreation	538	731	814	873	989	999	881
Retail Sales	634	859	954	1,022	1,157	1,169	1,034
Air Transportation	2,358	2,798	2,756	2,613	2,682	2,853	2,733
Travel Arrangement	38	47	49	47	49	57	53
Total Spending	5,351	6,818	7,243	7,402	8,108	8,483	7,620
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	1,212	1,555	1,722	1,799	2,026	2,106	1,830
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	10,270	13,110	14,420	14,660	16,600	16,710	12,910
Eating, Drinking	16,330	20,470	21,740	22,630	24,710	23,420	19,630
Food Stores	320	400	430	440	480	440	380
Ground Transport	1,040	1,330	1,470	1,370	1,430	1,470	1,380
Recreation	9,830	12,440	13,660	13,830	15,450	14,410	12,110
Retail Sales	4,620	5,970	6,340	6,630	7,090	6,440	5,430
Air Transportation	3,270	2,330	2,370	1,660	1,650	1,630	1,420
Travel Arrangement	2,650	2,760	2,770	2,620	2,580	2,620	2,460
Total Employment	48,320	58,820	63,190	63,830	69,980	67,140	55,720
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	106	167	195	211	236	253	209
State Taxes	119	156	173	183	205	210	187
Total Taxes	225	322	368	394	441	463	396

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## San Joaquin County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	314.9	334.3	353.3	364.9	395.3	455.6	473.9
Hotel, Motel, B&B	89.0	76.4	83.6	92.6	101.8	125.3	131.2
Private Campground	30.9	39.5	41.4	39.9	44.3	56.4	56.3
Public Campground	2.5	1.8	1.8	2.1	2.4	2.7	2.7
Private Home	78.1	91.0	94.8	96.1	102.0	108.5	114.4
Vacation Home	6.6	7.3	7.5	7.7	7.9	8.2	8.7
Day Travel	107.8	118.2	124.2	126.5	136.8	154.4	160.6
Air Transportation	3.3	5.8	5.3	5.0	6.5	7.0	7.4
Travel Arrangement	1.5	1.7	1.6	1.8	1.9	1.8	1.7
Total Spending	319.7	341.7	360.3	371.7	403.6	464.3	482.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	314.9	334.3	353.3	364.9	395.3	455.6	473.9
Accommodations	32.6	31.1	33.5	36.6	39.5	48.4	51.5
Eating, Drinking	72.6	75.6	80.5	85.6	90.5	100.8	107.7
Food Stores	15.0	17.7	18.7	19.6	20.7	23.1	24.8
Ground Transport	83.6	88.2	92.7	87.8	101.3	123.5	118.8
Recreation	43.2	46.6	49.1	52.1	55.3	61.9	66.3
Retail Sales	68.0	75.0	78.9	83.2	88.1	97.9	104.8
Air Transportation	3.3	5.8	5.3	5.0	6.5	7.0	7.4
Travel Arrangement	1.5	1.7	1.6	1.8	1.9	1.8	1.7
Total Spending	319.7	341.7	360.3	371.7	403.6	464.3	482.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	77.0	81.5	86.1	91.1	97.4	110.1	116.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	900	800	850	830	890	1,040	1,050
Eating, Drinking	3,010	3,010	3,020	2,960	3,050	3,320	3,380
Food Stores	140	150	150	150	150	160	160
Ground Transport	550	570	600	510	570	670	620
Recreation	870	870	910	870	910	980	990
Retail Sales	980	1,030	1,040	1,020	1,020	1,060	1,080
Air Transportation	40	50	40	40	60	60	60
Travel Arrangement	160	160	150	150	150	130	130
Total Employment	6,640	6,650	6,770	6,530	6,810	7,430	7,480
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	4.9	5.2	5.5	5.8	6.3	7.5	7.9
State Taxes	18.5	20.2	21.2	21.9	23.3	26.0	26.6
Total Taxes	23.5	25.4	26.7	27.7	29.6	33.6	34.5

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[www.deanrunyan.com](http://www.deanrunyan.com).

## San Luis Obispo County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	676.6	740.7	786.5	827.0	888.4	964.3	978.6
Hotel, Motel, B&B	317.7	339.2	364.9	394.4	424.6	473.9	473.8
Private Campground	47.4	56.7	61.9	60.0	67.2	72.1	74.1
Public Campground	17.4	17.4	17.0	17.8	20.8	20.4	20.9
Private Home	50.0	57.7	59.9	61.8	64.3	67.4	70.3
Vacation Home	61.8	68.1	69.8	71.3	73.2	75.7	81.0
Day Travel	182.3	201.6	212.9	221.7	238.2	254.7	258.5
Air Transportation	3.9	5.8	5.5	5.3	6.9	6.9	7.3
Travel Arrangement	1.0	1.2	0.8	0.8	1.3	1.5	1.4
Total Spending	681.5	747.7	792.9	833.1	896.5	972.6	987.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	676.6	740.7	786.5	827.0	888.4	964.3	978.6
Accommodations	133.0	145.6	155.2	165.8	177.9	197.0	206.0
Eating, Drinking	188.8	201.5	215.2	227.9	242.9	259.3	261.4
Food Stores	30.6	35.1	37.3	38.7	41.9	43.6	45.1
Ground Transport	41.4	44.0	46.3	43.9	50.6	61.5	59.2
Recreation	102.7	114.0	120.9	127.9	137.0	147.7	148.6
Retail Sales	180.1	200.5	211.7	222.8	238.2	255.2	258.4
Air Transportation	3.9	5.8	5.5	5.3	6.9	6.9	7.3
Travel Arrangement	1.0	1.2	0.8	0.8	1.3	1.5	1.4
Total Spending	681.5	747.7	792.9	833.1	896.5	972.6	987.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	215.6	235.2	249.1	263.4	283.0	306.0	311.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	3,280	3,290	3,460	3,390	3,580	3,780	3,770
Eating, Drinking	7,040	7,200	7,270	7,220	7,440	7,770	7,460
Food Stores	250	270	280	270	280	280	270
Ground Transport	260	270	290	250	280	320	300
Recreation	2,870	2,960	3,090	3,000	3,170	3,260	3,120
Retail Sales	2,330	2,480	2,500	2,490	2,520	2,510	2,420
Air Transportation	50	50	50	70	60	60	60
Travel Arrangement	110	130	100	80	130	140	130
Total Employment	16,170	16,660	17,040	16,770	17,450	18,130	17,530
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	12.8	15.9	16.7	17.9	19.5	21.6	22.4
State Taxes	30.4	33.6	35.5	37.2	39.8	42.8	43.1
Total Taxes	43.3	49.5	52.3	55.1	59.3	64.4	65.5

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## San Mateo County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	1,245	1,658	1,850	1,948	2,053	2,175	1,889
Hotel, Motel, B&B	711	1,025	1,172	1,259	1,323	1,406	1,137
Private Campground	17	13	16	15	18	20	22
Public Campground	9	9	9	7	8	9	10
Private Home	196	221	228	231	241	254	266
Vacation Home	12	14	14	14	15	15	17
Day Travel	299	375	410	422	447	470	436
Air Transportation	378	448	441	418	429	457	477
Travel Arrangement	8	12	13	15	15	24	23
Total Spending	1,631	2,118	2,305	2,381	2,497	2,656	2,389
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	1,245	1,658	1,850	1,948	2,053	2,175	1,889
Accommodations	224	326	372	402	421	466	356
Eating, Drinking	296	384	432	462	481	491	425
Food Stores	34	44	49	51	53	55	51
Ground Transport	230	286	313	304	335	380	372
Recreation	207	279	310	330	345	355	308
Retail Sales	254	339	375	399	417	429	377
Air Transportation	378	448	441	418	429	457	477
Travel Arrangement	8	12	13	15	15	24	23
Total Spending	1,631	2,118	2,305	2,381	2,497	2,656	2,389
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	1,287	1,456	1,528	1,581	1,636	1,701	1,639
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	3,620	4,890	5,500	5,560	5,720	5,820	4,240
Eating, Drinking	7,250	9,030	9,590	9,840	9,840	9,440	7,790
Food Stores	190	220	240	240	240	220	200
Ground Transport	1,190	1,500	1,640	1,510	1,580	1,630	1,530
Recreation	4,410	5,540	6,070	6,060	6,200	5,860	4,850
Retail Sales	2,160	2,760	2,920	3,000	2,950	2,710	2,270
Air Transportation	16,610	15,620	15,380	15,860	16,250	16,050	15,730
Travel Arrangement	670	750	810	770	760	840	790
Total Employment	36,100	40,310	42,150	42,850	43,550	42,570	37,390
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	33	47	53	56	58	63	51
State Taxes	77	96	104	108	113	120	111
Total Taxes	110	143	157	165	172	183	163

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## Santa Barbara County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	756	891	955	1,007	1,081	1,150	1,180
Hotel, Motel, B&B	414	504	549	590	644	683	701
Private Campground	18	18	19	19	21	23	23
Public Campground	14	14	14	12	9	16	16
Private Home	86	97	101	103	107	112	115
Vacation Home	22	25	25	26	26	27	29
Day Travel	201	233	247	257	273	290	296
Air Transportation	7	14	19	18	12	14	14
Travel Arrangement	4	3	3	4	4	4	3
Total Spending	766	909	977	1,029	1,096	1,168	1,198
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	756	891	955	1,007	1,081	1,150	1,180
Accommodations	144	176	191	205	222	241	253
Eating, Drinking	209	240	258	275	293	304	311
Food Stores	25	29	31	32	33	36	37
Ground Transport	61	67	71	68	77	92	89
Recreation	120	144	154	163	174	182	187
Retail Sales	197	235	250	264	281	295	303
Air Transportation	7	14	19	18	12	14	14
Travel Arrangement	4	3	3	4	4	4	3
Total Spending	766	909	977	1,029	1,096	1,168	1,198
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	245	289	312	330	351	371	381
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,920	3,320	3,540	3,760	3,940	4,090	4,090
Eating, Drinking	6,480	7,150	7,270	7,830	7,910	8,020	7,830
Food Stores	170	190	190	200	190	200	200
Ground Transport	350	390	420	400	420	480	440
Recreation	2,800	3,130	3,290	3,450	3,570	3,560	3,480
Retail Sales	2,130	2,430	2,470	2,660	2,620	2,560	2,500
Air Transportation	100	150	180	150	130	130	110
Travel Arrangement	320	300	300	260	270	250	240
Total Employment	15,260	17,060	17,660	18,710	19,060	19,280	18,880
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	19	24	25	27	29	31	33
State Taxes	34	40	43	45	48	50	51
Total Taxes	53	64	68	72	77	82	84

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## Santa Clara County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	1,485	2,110	2,442	2,658	2,884	3,192	2,807
Hotel, Motel, B&B	873	1,357	1,621	1,806	1,966	2,206	1,851
Private Campground	48	60	68	65	75	83	88
Public Campground	2	2	2	2	2	2	2
Private Home	206	225	230	232	243	257	267
Vacation Home	14	15	15	15	16	16	19
Day Travel	343	451	507	537	582	627	580
Air Transportation	78	131	137	133	146	165	235
Travel Arrangement	26	35	37	38	44	62	58
Total Spending	1,589	2,276	2,616	2,829	3,075	3,419	3,100
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	1,485	2,110	2,442	2,658	2,884	3,192	2,807
Accommodations	290	468	562	632	686	818	661
Eating, Drinking	352	505	595	661	710	749	660
Food Stores	45	64	74	80	86	90	84
Ground Transport	290	326	348	333	377	447	432
Recreation	221	329	383	423	456	484	428
Retail Sales	287	418	482	529	569	604	541
Air Transportation	78	131	137	133	146	165	235
Travel Arrangement	26	35	37	38	44	62	58
Total Spending	1,589	2,276	2,616	2,829	3,075	3,419	3,100
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	532	778	898	983	1,068	1,202	1,078
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	5,430	8,140	9,630	9,960	10,670	11,550	8,890
Eating, Drinking	10,020	13,870	15,370	16,070	16,700	16,370	13,740
Food Stores	290	380	420	430	440	420	370
Ground Transport	1,600	1,870	2,020	1,800	1,930	2,050	1,900
Recreation	5,490	7,590	8,710	8,850	9,410	9,070	7,640
Retail Sales	2,840	3,970	4,360	4,550	4,630	4,340	3,700
Air Transportation	910	1,170	1,230	1,200	1,300	1,360	1,700
Travel Arrangement	1,840	2,070	2,090	2,120	2,220	2,220	2,090
Total Employment	28,410	39,060	43,830	44,990	47,310	47,380	40,050
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	41	58	73	81	88	102	85
State Taxes	74	100	113	121	130	141	129
Total Taxes	115	158	186	202	218	243	214

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## Santa Cruz County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	343.1	394.4	424.7	441.9	493.0	512.4	507.4
Hotel, Motel, B&B	137.8	178.4	193.7	206.5	238.8	246.1	233.5
Private Campground	32.2	22.9	28.4	27.6	32.8	36.6	37.5
Public Campground	8.5	9.9	10.4	10.5	11.1	11.6	11.8
Private Home	27.2	31.1	32.1	32.9	34.2	36.1	37.0
Vacation Home	55.7	61.5	63.0	64.5	66.1	68.4	72.8
Day Travel	81.8	90.5	97.1	99.9	110.0	113.7	114.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	1.7	2.8	3.4	3.7	4.2	4.9	4.6
Total Spending	344.8	397.2	428.1	445.6	497.3	517.3	512.0
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	343.1	394.4	424.7	441.9	493.0	512.4	507.4
Accommodations	81.6	98.4	105.7	111.2	124.6	134.3	129.2
Eating, Drinking	86.1	97.0	105.6	111.1	123.5	123.1	123.2
Food Stores	16.9	17.8	19.8	20.5	22.6	23.0	23.7
Ground Transport	31.1	32.4	33.9	32.0	37.1	45.5	43.7
Recreation	53.1	62.7	67.4	70.7	78.7	79.0	79.1
Retail Sales	74.2	86.0	92.3	96.4	106.5	107.5	108.4
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	1.7	2.8	3.4	3.7	4.2	4.9	4.6
Total Spending	344.8	397.2	428.1	445.6	497.3	517.3	512.0
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	114.4	134.4	145.8	153.1	170.9	176.7	174.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,960	2,190	2,320	2,300	2,430	2,440	2,240
Eating, Drinking	3,120	3,370	3,460	3,520	3,610	3,440	3,280
Food Stores	140	130	140	140	140	140	130
Ground Transport	150	150	150	130	150	180	160
Recreation	1,670	1,840	1,950	1,930	2,020	1,890	1,800
Retail Sales	930	1,030	1,060	1,080	1,080	990	950
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	200	230	260	260	280	300	280
Total Employment	8,160	8,940	9,340	9,360	9,700	9,360	8,840
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	8.5	10.7	11.2	11.8	13.1	13.9	13.3
State Taxes	15.8	18.0	19.4	20.1	22.1	22.8	22.7
Total Taxes	24.3	28.8	30.5	31.9	35.1	36.7	36.0

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## Shasta County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	213.5	229.9	236.4	248.2	259.0	281.3	286.9
Hotel, Motel, B&B	88.5	89.5	91.3	93.2	102.7	114.5	115.4
Private Campground	16.1	20.6	21.8	27.0	23.6	24.9	25.4
Public Campground	7.4	7.6	7.7	8.2	8.2	9.2	9.3
Private Home	20.0	22.8	23.7	24.2	25.4	26.8	28.2
Vacation Home	23.8	26.3	27.0	27.6	28.4	29.4	30.2
Day Travel	57.8	62.9	64.8	68.1	70.7	76.6	78.4
Air Transportation	1.8	5.8	5.3	5.1	6.4	6.0	6.4
Travel Arrangement	0.4	0.4	0.4	0.4	0.3	0.2	0.2
Total Spending	215.7	236.1	242.1	253.8	265.7	287.5	293.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	213.5	229.9	236.4	248.2	259.0	281.3	286.9
Accommodations	44.0	47.1	48.0	50.4	52.8	56.9	58.1
Eating, Drinking	53.7	56.5	58.3	62.2	63.9	68.0	70.0
Food Stores	11.3	13.1	13.6	15.2	14.8	15.4	16.1
Ground Transport	24.8	25.8	27.0	25.5	29.6	36.3	34.9
Recreation	32.9	35.9	36.7	38.7	40.2	43.1	44.4
Retail Sales	46.7	51.4	52.7	56.0	57.6	61.5	63.5
Air Transportation	1.8	5.8	5.3	5.1	6.4	6.0	6.4
Travel Arrangement	0.4	0.4	0.4	0.4	0.3	0.2	0.2
Total Spending	215.7	236.1	242.1	253.8	265.7	287.5	293.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	60.7	66.1	67.6	71.5	74.1	78.7	80.8
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,190	1,190	1,190	1,180	1,220	1,290	1,260
Eating, Drinking	2,210	2,230	2,180	2,240	2,230	2,390	2,340
Food Stores	100	110	110	120	110	110	110
Ground Transport	140	130	140	120	140	180	160
Recreation	660	660	670	670	680	720	710
Retail Sales	670	700	690	710	690	710	700
Air Transportation	20	50	50	50	60	60	60
Travel Arrangement	50	40	40	40	30	20	20
Total Employment	5,040	5,120	5,070	5,130	5,160	5,480	5,350
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	4.1	4.3	4.4	4.6	4.9	5.4	5.5
State Taxes	10.2	11.1	11.5	12.0	12.5	13.5	13.6
Total Taxes	14.2	15.5	15.9	16.6	17.4	18.8	19.1

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## Sierra County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	17.6	21.6	22.5	23.5	24.6	25.8	26.3
Hotel, Motel, B&B	3.3	5.1	5.6	6.1	6.6	7.3	7.7
Private Campground	0.6	1.1	1.2	1.1	1.2	1.2	1.2
Public Campground	0.8	0.9	0.9	0.9	1.0	1.0	1.0
Private Home	1.1	1.2	1.3	1.3	1.3	1.4	1.4
Vacation Home	9.9	11.0	11.2	11.5	11.8	12.1	12.1
Day Travel	1.9	2.3	2.4	2.5	2.6	2.7	2.8
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	17.7	21.6	22.6	23.5	24.6	25.8	26.3
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	17.6	21.6	22.5	23.5	24.6	25.8	26.3
Accommodations	4.9	6.1	6.3	6.6	6.9	7.3	7.4
Eating, Drinking	4.7	5.7	6.0	6.3	6.5	6.8	7.0
Food Stores	0.8	1.0	1.1	1.1	1.2	1.2	1.2
Ground Transport	0.4	0.4	0.4	0.4	0.5	0.6	0.6
Recreation	3.4	4.1	4.3	4.5	4.7	4.9	5.0
Retail Sales	3.5	4.3	4.4	4.6	4.8	5.0	5.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	17.7	21.6	22.6	23.5	24.6	25.8	26.3
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	5.7	6.9	7.3	7.6	7.9	8.2	8.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	150	170	170	160	200	190	190
Eating, Drinking	210	240	240	240	290	270	270
Food Stores	10	10	10	10	10	10	10
Ground Transport	0	0	0	0	0	0	0
Recreation	80	90	90	90	110	100	100
Retail Sales	50	60	60	60	70	70	60
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	0	0
Total Employment	500	570	580	560	680	650	630
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.2	0.3	0.4	0.4	0.4	0.4	0.4
State Taxes	0.8	0.9	1.0	1.0	1.0	1.1	1.1
Total Taxes	1.0	1.2	1.3	1.4	1.4	1.5	1.5

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[www.deanrunyan.com](http://www.deanrunyan.com).

## Siskiyou County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	103.7	117.1	121.6	130.1	133.2	142.5	156.6
Hotel, Motel, B&B	36.3	41.3	43.0	45.2	49.1	54.5	64.3
Private Campground	11.3	13.5	14.3	17.8	15.5	16.2	16.5
Public Campground	1.7	1.8	1.9	1.9	2.0	2.1	2.1
Private Home	14.7	16.2	16.7	16.9	17.5	18.2	18.6
Vacation Home	17.1	18.9	19.4	19.8	20.3	21.0	22.1
Day Travel	22.6	25.5	26.4	28.4	28.7	30.5	32.9
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	103.8	117.2	121.7	130.2	133.2	142.6	156.6
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	103.7	117.1	121.6	130.1	133.2	142.5	156.6
Accommodations	20.4	23.5	24.3	26.1	27.0	29.0	33.0
Eating, Drinking	29.6	32.6	34.0	36.7	37.2	39.2	43.5
Food Stores	5.8	6.8	7.2	8.1	7.7	8.0	8.5
Ground Transport	7.4	7.8	8.2	7.8	9.0	10.9	10.5
Recreation	19.4	22.2	22.9	24.5	25.0	26.6	29.5
Retail Sales	21.1	24.1	24.9	26.8	27.2	28.7	31.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Spending	103.8	117.2	121.7	130.2	133.2	142.6	156.6
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	31.0	35.1	36.4	39.1	39.9	42.5	47.2
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	630	670	680	660	670	740	800
Eating, Drinking	1,360	1,440	1,420	1,410	1,380	1,520	1,610
Food Stores	60	70	70	70	60	70	70
Ground Transport	60	60	60	60	60	80	70
Recreation	460	490	500	480	480	520	550
Retail Sales	340	370	360	360	350	370	380
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	10	10	10	10	10	10
Total Employment	2,910	3,100	3,100	3,040	3,010	3,300	3,480
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	1.6	1.9	2.0	2.1	2.2	2.4	2.8
State Taxes	4.6	5.1	5.3	5.7	5.8	6.2	6.7
Total Taxes	6.2	7.0	7.3	7.8	8.0	8.6	9.5

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## Solano County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	274.2	307.7	335.3	344.3	377.6	430.1	425.7
Hotel, Motel, B&B	76.1	85.0	95.6	102.6	115.1	139.9	130.6
Private Campground	25.1	26.4	31.4	29.4	34.2	40.1	40.9
Public Campground	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Private Home	56.2	64.7	66.7	67.9	71.6	76.0	79.1
Vacation Home	5.7	6.1	6.2	6.3	6.5	6.8	7.0
Day Travel	110.8	125.0	134.9	137.6	149.8	166.7	167.6
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.9	0.9	0.8	0.8	0.7	0.5	0.5
Total Spending	275.1	308.6	336.1	345.1	378.3	430.7	426.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	274.2	307.7	335.3	344.3	377.6	430.1	425.7
Accommodations	26.7	30.2	34.2	36.3	40.6	50.4	48.1
Eating, Drinking	61.9	68.5	75.3	78.9	85.0	93.6	93.6
Food Stores	11.7	13.7	15.2	15.7	16.9	18.5	19.0
Ground Transport	57.6	61.4	64.6	61.3	70.6	85.6	82.4
Recreation	53.6	61.7	67.2	70.1	75.8	84.0	84.0
Retail Sales	62.8	72.3	78.7	82.0	88.7	98.1	98.5
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.9	0.9	0.8	0.8	0.7	0.5	0.5
Total Spending	275.1	308.6	336.1	345.1	378.3	430.7	426.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	81.0	91.5	100.2	104.3	113.0	126.8	125.9
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	720	750	840	810	890	1,030	940
Eating, Drinking	2,550	2,710	2,810	2,750	2,860	2,990	2,850
Food Stores	110	120	120	120	120	120	120
Ground Transport	400	440	460	400	440	500	460
Recreation	1,910	2,040	2,190	2,090	2,220	2,280	2,170
Retail Sales	900	990	1,030	1,010	1,030	1,030	980
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	100	80	90	80	70	60	50
Total Employment	6,680	7,130	7,550	7,260	7,640	8,010	7,580
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	3.9	4.4	4.9	5.2	5.8	7.1	6.8
State Taxes	14.7	16.6	17.8	18.3	19.7	21.9	21.7
Total Taxes	18.6	21.0	22.7	23.5	25.6	29.0	28.5

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## Sonoma County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	605.7	713.1	767.0	810.5	862.5	919.1	937.5
Hotel, Motel, B&B	235.8	286.8	319.1	352.3	375.8	406.2	409.8
Private Campground	22.0	25.2	28.2	23.6	26.6	27.6	28.1
Public Campground	11.4	12.9	10.9	11.8	13.1	13.8	14.0
Private Home	57.7	67.0	69.9	71.7	75.5	80.5	83.0
Vacation Home	70.5	76.8	78.6	79.3	82.2	86.5	90.5
Day Travel	208.3	244.4	260.3	271.7	289.3	304.5	312.0
Air Transportation	5.0	8.1	8.0	7.4	8.2	10.2	10.8
Travel Arrangement	3.1	3.9	4.3	4.6	4.5	4.7	4.5
Total Spending	613.8	725.2	779.4	822.5	875.2	934.0	952.7
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	605.7	713.1	767.0	810.5	862.5	919.1	937.5
Accommodations	92.9	112.9	123.5	134.5	142.4	158.1	160.0
Eating, Drinking	145.0	167.1	180.9	193.7	203.5	209.7	216.1
Food Stores	20.8	25.3	26.9	28.0	29.6	30.4	31.6
Ground Transport	76.5	83.5	88.5	84.3	96.3	115.6	111.5
Recreation	125.4	150.5	161.4	172.2	181.7	188.7	194.6
Retail Sales	145.1	173.8	185.9	197.9	208.9	216.8	223.7
Air Transportation	5.0	8.1	8.0	7.4	8.2	10.2	10.8
Travel Arrangement	3.1	3.9	4.3	4.6	4.5	4.7	4.5
Total Spending	613.8	725.2	779.4	822.5	875.2	934.0	952.7
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	202.3	241.0	260.1	277.3	292.3	308.1	315.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,140	2,400	2,590	2,580	2,600	2,680	2,580
Eating, Drinking	5,060	5,590	5,720	5,730	5,640	5,510	5,410
Food Stores	160	180	190	180	180	170	170
Ground Transport	550	640	690	610	630	680	640
Recreation	3,790	4,230	4,470	4,360	4,390	4,230	4,150
Retail Sales	1,760	2,010	2,060	2,070	2,000	1,870	1,840
Air Transportation	50	70	60	60	70	80	80
Travel Arrangement	290	340	340	330	320	310	300
Total Employment	13,800	15,460	16,120	15,920	15,840	15,550	15,170
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	10.5	13.5	14.8	16.0	17.2	18.9	19.1
State Taxes	28.5	33.3	35.5	37.3	39.4	41.7	42.3
Total Taxes	39.0	46.8	50.3	53.3	56.6	60.6	61.4

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[www.deanrunyan.com](http://www.deanrunyan.com).



# Stanislaus County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	226.9	266.5	275.8	279.5	302.0	337.0	349.9
Hotel, Motel, B&B	72.8	88.7	89.9	93.0	102.0	117.3	121.3
Private Campground	8.7	9.9	10.5	8.3	9.2	11.8	11.8
Public Campground	3.8	4.0	4.2	4.2	4.5	4.9	4.9
Private Home	59.7	69.0	72.6	74.5	79.1	84.8	89.2
Vacation Home	4.1	4.5	4.6	4.7	4.8	5.0	5.4
Day Travel	77.8	90.4	94.1	94.9	102.4	113.1	117.4
Air Transportation	2.2	4.2	3.8	3.3	4.1	4.4	4.6
Travel Arrangement	1.0	1.0	1.0	0.9	0.9	0.9	0.9
Total Spending	230.1	271.7	280.6	283.7	307.0	342.3	355.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	226.9	266.5	275.8	279.5	302.0	337.0	349.9
Accommodations	24.1	30.0	30.2	31.1	33.6	38.7	40.9
Eating, Drinking	53.7	62.9	65.2	67.5	71.4	76.8	81.6
Food Stores	9.9	12.0	12.6	12.8	13.5	14.4	15.5
Ground Transport	56.4	60.8	64.2	61.1	70.1	84.6	81.5
Recreation	32.4	39.5	40.5	41.9	44.5	48.2	51.3
Retail Sales	50.4	61.2	63.0	65.1	68.9	74.3	79.2
Air Transportation	2.2	4.2	3.8	3.3	4.1	4.4	4.6
Travel Arrangement	1.0	1.0	1.0	0.9	0.9	0.9	0.9
Total Spending	230.1	271.7	280.6	283.7	307.0	342.3	355.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	57.2	68.6	70.6	72.1	77.0	84.2	88.6
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	640	740	730	740	800	860	870
Eating, Drinking	2,160	2,430	2,380	2,480	2,580	2,640	2,670
Food Stores	90	100	100	100	110	100	110
Ground Transport	420	470	510	480	530	590	540
Recreation	630	710	720	730	780	790	800
Retail Sales	700	820	800	840	860	840	850
Air Transportation	20	30	30	30	40	40	40
Travel Arrangement	110	110	110	100	90	100	90
Total Employment	4,780	5,410	5,380	5,500	5,790	5,950	5,970
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	3.3	4.2	4.3	4.4	4.7	5.4	5.6
State Taxes	12.8	14.9	15.4	15.7	16.7	18.3	18.7
Total Taxes	16.1	19.0	19.7	20.1	21.4	23.7	24.3

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## Sutter County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	42.6	46.6	47.9	48.1	51.7	57.4	58.9
Hotel, Motel, B&B	12.0	11.7	11.5	11.2	12.3	13.1	13.2
Private Campground	6.9	7.8	8.3	8.0	8.8	11.1	11.3
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	8.9	10.6	11.1	11.5	12.1	12.9	13.4
Vacation Home	0.9	1.0	1.0	1.0	1.0	1.1	1.2
Day Travel	13.9	15.5	16.1	16.2	17.4	19.3	19.8
Air Transportation	0.1	0.1	0.1	0.1	0.2	0.6	0.7
Travel Arrangement	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Spending	42.8	46.9	48.3	48.4	52.1	58.3	59.8
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	42.6	46.6	47.9	48.1	51.7	57.4	58.9
Accommodations	5.6	5.8	5.8	5.7	6.2	7.0	7.2
Eating, Drinking	11.6	12.5	12.9	13.1	13.9	15.0	15.6
Food Stores	2.7	3.2	3.3	3.4	3.6	4.0	4.2
Ground Transport	5.3	5.5	5.8	5.5	6.3	7.8	7.5
Recreation	6.8	7.6	7.7	7.8	8.3	9.0	9.4
Retail Sales	10.7	12.1	12.4	12.6	13.4	14.6	15.2
Air Transportation	0.1	0.1	0.1	0.1	0.2	0.6	0.7
Travel Arrangement	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Spending	42.8	46.9	48.3	48.4	52.1	58.3	59.8
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	11.6	12.7	13.0	13.1	14.1	15.5	16.0
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	170	160	160	150	150	170	160
Eating, Drinking	510	530	520	510	510	550	540
Food Stores	30	30	30	30	30	30	30
Ground Transport	30	30	30	30	30	40	40
Recreation	150	150	150	150	150	160	150
Retail Sales	160	180	180	170	170	170	170
Air Transportation	0	0	0	0	0	10	10
Travel Arrangement	20	20	20	20	20	20	20
Total Employment	1,070	1,100	1,090	1,050	1,060	1,140	1,130
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.5	0.6	0.6	0.6	0.6	0.7	0.7
State Taxes	2.1	2.4	2.4	2.5	2.6	2.9	2.9
Total Taxes	2.6	2.9	3.0	3.0	3.2	3.6	3.6

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## Tehama County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	69.2	79.8	82.6	87.4	90.1	96.3	102.5
Hotel, Motel, B&B	16.2	17.8	18.5	19.2	21.2	23.2	26.6
Private Campground	6.6	9.5	9.8	12.0	10.6	11.3	11.4
Public Campground	1.1	1.2	1.2	1.2	1.3	1.4	1.4
Private Home	18.4	20.8	21.7	22.1	23.3	24.8	25.6
Vacation Home	9.9	10.9	11.2	11.4	11.7	12.2	12.9
Day Travel	16.9	19.6	20.3	21.5	22.0	23.5	24.6
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	69.2	79.8	82.7	87.5	90.2	96.3	102.5
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	69.2	79.8	82.6	87.4	90.1	96.3	102.5
Accommodations	9.6	11.2	11.5	12.4	12.7	13.5	15.2
Eating, Drinking	19.1	21.7	22.6	24.3	24.6	25.6	27.5
Food Stores	4.2	5.3	5.5	6.1	6.0	6.1	6.5
Ground Transport	9.5	9.9	10.4	9.8	11.4	14.0	13.4
Recreation	12.5	14.7	15.2	16.1	16.5	17.3	18.6
Retail Sales	14.3	17.0	17.5	18.7	19.0	19.8	21.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	69.2	79.8	82.7	87.5	90.2	96.3	102.5
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	18.8	21.8	22.6	24.2	24.7	25.8	28.0
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	280	300	300	290	290	320	340
Eating, Drinking	830	900	890	880	830	930	950
Food Stores	40	50	50	50	40	50	50
Ground Transport	60	50	60	50	50	70	60
Recreation	280	310	310	300	290	320	330
Retail Sales	220	240	240	240	220	240	240
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	0	0
Total Employment	1,700	1,860	1,850	1,800	1,720	1,920	1,970
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.9	1.1	1.1	1.2	1.3	1.4	1.5
State Taxes	3.5	4.0	4.1	4.4	4.5	4.8	5.0
Total Taxes	4.4	5.1	5.3	5.6	5.7	6.1	6.5

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# Trinity County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	54.0	61.0	62.7	66.6	67.7	70.0	73.9
Hotel, Motel, B&B	5.4	5.9	6.2	6.5	7.9	8.4	9.9
Private Campground	6.1	7.8	7.9	9.7	8.4	8.7	8.9
Public Campground	3.6	4.0	4.1	4.2	4.3	4.4	4.6
Private Home	4.2	4.6	4.7	4.8	4.9	5.1	5.3
Vacation Home	22.9	25.3	26.0	26.6	27.3	28.1	29.0
Day Travel	12.0	13.6	13.9	14.9	14.9	15.4	16.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	54.1	61.1	62.7	66.7	67.7	70.2	74.0
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	54.0	61.0	62.7	66.6	67.7	70.0	73.9
Accommodations	11.8	13.4	13.8	14.5	15.0	15.5	16.5
Eating, Drinking	15.1	16.5	17.1	18.3	18.5	18.9	20.1
Food Stores	3.7	4.5	4.6	5.1	4.9	5.0	5.3
Ground Transport	1.1	1.2	1.2	1.1	1.3	1.6	1.6
Recreation	10.5	11.9	12.2	12.9	13.2	13.6	14.4
Retail Sales	11.8	13.5	13.8	14.7	14.8	15.3	16.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Total Spending	54.1	61.1	62.7	66.7	67.7	70.2	74.0
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	16.7	18.8	19.4	20.6	20.9	21.8	23.1
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	400	430	430	410	430	460	460
Eating, Drinking	760	800	780	780	790	840	850
Food Stores	40	50	50	50	50	50	50
Ground Transport	10	10	10	10	10	10	10
Recreation	270	290	290	280	290	310	310
Retail Sales	210	230	220	220	220	220	220
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	0	0	0	0	0	10	10
Total Employment	1,700	1,800	1,790	1,750	1,790	1,890	1,910
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.6	0.7	0.6	0.7	0.7	0.7	0.8
State Taxes	2.3	2.7	2.7	2.9	2.9	3.0	3.2
Total Taxes	3.0	3.3	3.4	3.6	3.6	3.8	4.0

These estimates supersede those previously published. Details may not add to totals due to rounding.  
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[www.deanrunyan.com](http://www.deanrunyan.com).

## Tulare County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	247.6	280.4	295.6	307.8	320.7	343.1	357.9
Hotel, Motel, B&B	67.7	73.2	80.6	87.8	89.7	94.4	101.0
Private Campground	11.4	15.9	15.9	15.4	16.9	21.5	21.8
Public Campground	11.2	12.3	12.6	12.6	13.2	14.0	14.2
Private Home	43.3	50.4	52.6	54.2	57.1	60.6	62.8
Vacation Home	39.2	43.2	44.4	45.3	46.6	48.3	50.0
Day Travel	74.8	85.4	89.6	92.5	97.0	104.2	108.1
Air Transportation	3.0	5.6	5.4	5.1	6.6	6.9	7.3
Travel Arrangement	0.9	0.7	0.7	0.4	0.4	1.0	0.9
Total Spending	251.6	286.7	301.7	313.3	327.7	351.0	366.1
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	247.6	280.4	295.6	307.8	320.7	343.1	357.9
Accommodations	44.2	49.7	52.5	55.5	56.8	60.0	63.8
Eating, Drinking	62.3	69.4	73.6	77.9	80.0	83.6	88.0
Food Stores	14.5	17.5	18.2	18.9	19.5	20.8	21.9
Ground Transport	30.2	32.2	34.0	32.2	37.1	45.0	43.3
Recreation	38.6	44.5	46.9	49.4	50.9	53.4	56.3
Retail Sales	57.8	67.1	70.4	73.9	76.4	80.4	84.6
Air Transportation	3.0	5.6	5.4	5.1	6.6	6.9	7.3
Travel Arrangement	0.9	0.7	0.7	0.4	0.4	1.0	0.9
Total Spending	251.6	286.7	301.7	313.3	327.7	351.0	366.1
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	70.7	79.6	83.9	87.3	90.5	96.4	101.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,300	1,350	1,410	1,370	1,400	1,290	1,310
Eating, Drinking	2,760	2,930	2,940	2,930	2,960	2,750	2,760
Food Stores	140	160	160	160	160	150	150
Ground Transport	230	250	270	230	260	270	250
Recreation	830	890	920	890	920	840	850
Retail Sales	890	980	980	980	980	870	870
Air Transportation	40	50	50	50	60	60	50
Travel Arrangement	100	80	80	40	50	70	70
Total Employment	6,280	6,690	6,800	6,650	6,780	6,310	6,310
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	3.6	5.1	5.4	5.8	6.0	6.4	6.7
State Taxes	12.1	13.7	14.4	14.9	15.6	16.6	17.1
Total Taxes	15.7	18.8	19.8	20.7	21.5	23.0	23.9

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## Tuolumne County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	163.3	179.2	189.2	195.7	205.1	212.6	219.9
Hotel, Motel, B&B	31.9	34.7	38.0	41.5	45.2	47.5	49.3
Private Campground	10.1	10.0	12.5	11.9	13.1	13.1	13.4
Public Campground	1.1	1.2	1.3	1.3	1.3	1.4	1.4
Private Home	16.4	18.9	19.6	20.2	21.0	22.1	23.0
Vacation Home	85.8	94.6	97.0	99.2	101.9	105.2	108.5
Day Travel	18.0	19.8	20.9	21.5	22.6	23.4	24.2
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.2	0.2	0.2	0.2	0.1	0.1
Total Spending	163.4	179.4	189.4	195.9	205.3	212.8	220.0
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	163.3	179.2	189.2	195.7	205.1	212.6	219.9
Accommodations	42.7	47.3	49.6	51.6	54.0	56.0	57.8
Eating, Drinking	43.9	47.0	50.0	52.1	54.3	55.5	57.7
Food Stores	6.9	7.7	8.5	8.7	9.1	9.2	9.6
Ground Transport	7.1	7.4	7.7	7.3	8.4	10.3	9.9
Recreation	30.8	34.4	36.0	37.4	39.0	40.1	41.7
Retail Sales	31.9	35.5	37.4	38.6	40.3	41.5	43.1
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.1	0.2	0.2	0.2	0.2	0.1	0.1
Total Spending	163.4	179.4	189.4	195.9	205.3	212.8	220.0
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	51.4	56.5	59.6	61.9	64.6	66.4	68.8
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	1,320	1,360	1,410	1,410	1,420	1,470	1,440
Eating, Drinking	2,030	2,080	2,090	2,150	2,120	2,200	2,170
Food Stores	70	70	80	80	80	80	80
Ground Transport	40	40	40	40	40	60	50
Recreation	730	760	790	790	790	810	800
Retail Sales	510	540	550	560	540	540	530
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	20	20	20	20	20	20	20
Total Employment	4,720	4,880	4,980	5,040	5,010	5,160	5,090
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.1	2.3	2.5	2.6	2.8	2.9	3.0
State Taxes	7.3	8.0	8.4	8.7	9.1	9.4	9.7
Total Taxes	9.4	10.3	10.9	11.3	11.9	12.3	12.7

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## Ventura County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	717.7	792.1	840.0	879.2	958.3	1,056.6	1,056.4
Hotel, Motel, B&B	256.0	272.0	300.7	319.2	369.1	412.3	393.9
Private Campground	5.2	5.4	5.8	5.5	6.2	6.7	6.9
Public Campground	23.9	27.0	25.2	30.5	28.8	42.5	43.3
Private Home	169.1	193.5	201.0	204.7	214.4	226.1	236.1
Vacation Home	30.6	33.6	34.5	35.0	36.1	37.5	39.7
Day Travel	232.8	260.5	272.8	284.3	303.8	331.6	336.6
Air Transportation	0.4	0.5	0.3	0.4	0.4	0.4	0.6
Travel Arrangement	7.6	9.2	10.7	13.4	12.8	16.8	15.8
Total Spending	725.7	801.7	850.9	892.9	971.5	1,073.8	1,072.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	717.7	792.1	840.0	879.2	958.3	1,056.6	1,056.4
Accommodations	88.7	96.3	104.9	112.4	127.3	145.5	143.4
Eating, Drinking	193.3	209.3	223.2	237.0	254.7	272.3	273.8
Food Stores	25.7	29.8	30.9	33.8	34.9	39.2	40.5
Ground Transport	101.1	107.3	112.9	107.0	123.3	149.9	144.3
Recreation	111.9	126.2	133.5	141.0	152.5	163.9	164.9
Retail Sales	197.0	223.1	234.7	247.9	265.6	285.8	289.5
Air Transportation	0.4	0.5	0.3	0.4	0.4	0.4	0.6
Travel Arrangement	7.6	9.2	10.7	13.4	12.8	16.8	15.8
Total Spending	725.7	801.7	850.9	892.9	971.5	1,073.8	1,072.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	237.6	263.3	281.8	302.3	324.9	359.5	358.4
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	2,050	2,060	2,210	2,160	2,420	2,590	2,430
Eating, Drinking	6,830	7,100	7,150	7,090	7,360	7,540	7,220
Food Stores	200	220	220	220	220	230	230
Ground Transport	570	590	630	540	600	690	640
Recreation	3,850	4,040	4,220	4,060	4,330	4,350	4,170
Retail Sales	2,420	2,620	2,630	2,620	2,650	2,600	2,510
Air Transportation	10	10	10	20	20	20	30
Travel Arrangement	600	700	750	890	910	1,020	960
Total Employment	16,520	17,330	17,810	17,600	18,510	19,050	18,190
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	12.0	13.6	14.6	15.5	17.1	19.3	19.0
State Taxes	37.6	42.1	44.4	46.4	49.8	54.2	54.1
Total Taxes	49.6	55.7	59.0	61.9	66.9	73.5	73.1

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## Yolo County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	134.1	145.1	153.5	159.3	174.3	193.0	195.8
Hotel, Motel, B&B	50.5	50.0	53.9	58.1	65.4	72.5	71.4
Private Campground	6.9	8.3	8.7	8.2	9.1	11.7	11.8
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	30.8	36.0	37.5	38.3	40.5	43.2	45.4
Vacation Home	1.9	2.1	2.2	2.2	2.3	2.4	2.6
Day Travel	44.1	48.7	51.3	52.5	57.1	63.2	64.6
Air Transportation	10.1	14.1	13.9	13.8	13.2	12.9	13.7
Travel Arrangement	0.7	1.1	1.5	1.1	1.1	1.5	1.4
Total Spending	144.9	160.2	168.9	174.3	188.7	207.4	210.9
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	134.1	145.1	153.5	159.3	174.3	193.0	195.8
Accommodations	15.6	16.1	17.3	18.7	20.7	22.4	22.6
Eating, Drinking	32.8	35.0	37.3	39.7	42.6	45.8	47.1
Food Stores	4.6	5.4	5.7	6.0	6.4	7.0	7.3
Ground Transport	29.1	30.4	31.8	30.1	34.9	42.7	41.0
Recreation	24.3	27.0	28.5	30.2	32.5	35.1	36.2
Retail Sales	27.7	31.2	32.8	34.7	37.2	40.1	41.6
Air Transportation	10.1	14.1	13.9	13.8	13.2	12.9	13.7
Travel Arrangement	0.7	1.1	1.5	1.1	1.1	1.5	1.4
Total Spending	144.9	160.2	168.9	174.3	188.7	207.4	210.9
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	42.3	46.6	50.0	51.8	55.4	59.9	61.3
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	430	410	430	410	470	490	470
Eating, Drinking	1,370	1,400	1,410	1,340	1,470	1,550	1,520
Food Stores	40	50	50	40	50	50	50
Ground Transport	170	170	180	150	180	210	190
Recreation	760	780	820	760	840	870	860
Retail Sales	400	430	430	410	440	450	440
Air Transportation	110	120	120	130	120	120	120
Travel Arrangement	80	90	110	90	90	90	90
Total Employment	3,360	3,450	3,550	3,330	3,650	3,830	3,730
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	2.0	2.2	2.4	2.5	2.9	3.1	3.2
State Taxes	7.4	8.2	8.7	9.0	9.6	10.5	10.6
Total Taxes	9.5	10.5	11.0	11.5	12.5	13.6	13.7

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## Yuba County Travel Impacts, 1992-2001

	1992	1996	1997	1998	1999	2000	2001
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>							
Destination Spending	51.6	59.8	60.8	60.1	64.5	71.1	73.2
Hotel, Motel, B&B	4.6	3.7	3.3	3.1	3.4	3.6	3.7
Private Campground	18.4	23.6	24.1	23.5	25.8	29.5	30.2
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	7.7	8.4	8.7	8.9	9.2	9.6	9.9
Vacation Home	4.1	4.5	4.6	4.7	4.9	5.0	5.4
Day Travel	16.8	19.6	20.0	19.8	21.2	23.4	24.0
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	51.6	59.9	60.8	60.2	64.5	71.1	73.2
<b>Travel Spending by Type of Business (\$Million)</b>							
Destination Spending	51.6	59.8	60.8	60.1	64.5	71.1	73.2
Accommodations	7.1	8.2	8.2	8.0	8.6	9.4	9.8
Eating, Drinking	13.5	15.4	15.7	15.7	16.6	17.9	18.5
Food Stores	4.8	6.1	6.3	6.3	6.7	7.3	7.7
Ground Transport	6.2	6.4	6.7	6.3	7.3	9.0	8.6
Recreation	7.5	8.8	8.9	8.8	9.4	10.2	10.5
Retail Sales	12.5	14.9	15.1	15.0	15.9	17.3	17.9
Air Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel Arrangement	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Spending	51.6	59.9	60.8	60.2	64.5	71.1	73.2
<b>Earnings Generated by Travel Spending (\$Million)</b>							
Total Earnings	13.6	15.8	16.0	15.9	16.9	18.4	19.1
<b>Employment Generated by Travel Spending (Jobs)</b>							
Accommodations	230	250	240	220	230	230	230
Eating, Drinking	650	710	680	650	660	670	660
Food Stores	50	60	60	60	60	60	60
Ground Transport	40	40	40	30	40	50	40
Recreation	170	190	190	170	180	180	180
Retail Sales	210	240	230	220	220	210	210
Air Transportation	0	0	0	0	0	0	0
Travel Arrangement	10	10	10	0	0	0	0
Total Employment	1,360	1,490	1,450	1,350	1,390	1,400	1,380
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>							
Local Taxes	0.5	0.6	0.6	0.6	0.6	0.7	0.7
State Taxes	2.6	3.0	3.1	3.1	3.3	3.6	3.7
Total Taxes	3.1	3.6	3.7	3.7	3.9	4.3	4.4

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## **APPENDICES**

*APPENDIX A. REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY*

*APPENDIX B. DEFINITION OF TERMS*

*APPENDIX C. TRAVEL INDUSTRY BUSINESS CLASSIFICATIONS*



## REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY

### TRAVEL IMPACT ESTIMATION PROCEDURES

#### TRAVEL SPENDING

**Hotel, Motel, B&B.** Spending on commercial accommodations by hotel and motel guests is estimated from Transient Occupancy Tax (TOT) collections at the city/county jurisdictional level. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

**Private Campground.** Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites (derived from state sources), and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

**Public Campground.** Spending by campers using public campgrounds is estimated from visitor counts at national and state parks, national forests, and state and federally managed recreation areas, and then multiplying the visitation by daily spending estimates from the visitor survey.

**Private Home.** Spending by private home guests is determined from visitor survey data estimating the number of visitors staying as guests of friends and relatives, and applying these rates to the household population base in individual counties.

**Vacation Home.** Estimated spending by vacation home renters and owners is based on a ratio derived between the number of visitors staying in commercial accommodations and those staying in vacation homes, and the relative expenditure levels for each type of visitor. The state total is then distributed among the counties using housing data from the U.S. Bureau of the Census.

**Day Travel.** The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

*Note: All visitor survey data referenced in this study was provided by D.K. Shifflet & Associates, with the exception of data pertaining to camping. This information was obtained from a study of campers in California conducted by Dean Runyan Associates.*

**Air Transportation.** A payroll-to-receipts ratio for the airline industry is estimated from Air Transport Association (ATA) and U.S. Department of Labor data. This ratio is applied to air transportation payroll data supplied by the California Employment Development Department to obtain air transportation revenue. Additional data from ATA is used to estimate U.S. passenger revenue as a share of total U.S. commercial airline operating revenue and applied to the California air transportation receipts to estimate air passenger receipts only; impacts of air cargo operations are excluded.

**Travel Arrangement.** This category consists of travel agents' commissions and fees paid to tour operators. A payroll-to-receipts ratio is estimated from the *Census of Transportation*. Receipts are estimated using this ratio and payroll data from the California Employment Department. Data supplied by the Reed Publishing Group from the *Louis Harris Travel Agency Survey* provided a breakout of travel agent receipts by type of sale (i.e., airline, hotel, rental car, cruise, other). However, these sales are included in other travel-related business categories, (e.g., airline ticket sales are included in air transportation), and are not broken out separately here.

## **RELATED TRAVEL IMPACTS**

Spending by travelers generates jobs, payroll, and state and local tax revenue.

**Total Earnings** generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from the 1997 Economic Census for the State of California, and earnings estimates from the Bureau of Economic Analysis.

**Employment** in each business category is calculated from wage data supplied by the California Employment Development Department, and earnings estimates from the Bureau of Economic Analysis.

**Local Taxes** consist of local room taxes, or transient occupancy taxes, and local sales and use taxes applicable to traveler purchases in eating and drinking establishments, in retail stores, and on automobile rentals.

**State Taxes** consist of state sales taxes applied to traveler spending on accommodations, retail shopping, restaurant meals, entertainment, the state fuel tax levied on motor fuel purchases, and personal and corporate income taxes.

## **DEFINITION OF TERMS**

**Accommodation:** Spending for lodging by hotel and motel guests, campers and vacation home users.

**Air Transportation:** Air passenger spending attributable to travelers in and to California. The spending total includes air travel spending made outside California for travel to California, purchases by California residents who travel outside the state, and air travel within the state.

**Campers:** Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in State or National Parks.

**Day Visitor:** A traveler whose trip does not include an overnight stay and who travels out of his/her local area (50+ miles one way).

**Destination Spending:** Spending by travelers at or near their destinations. This excludes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.

**Earnings:** Total earnings include wage and salary disbursements, other earned benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Eating, Drinking:** Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

**Employment:** Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

**Expenditures:** Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

**Food Stores:** Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

**Ground Transport:** Spending on car rentals, gasoline and other vehicle operating expenses, and on local transportation such as taxi, bus and train.

**Hotel and Motel Guests:** Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums, and other lodging places where the transient occupancy tax is collected.

**Local Tax Receipts:** Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses (includes the transient lodging and local sales taxes).

**Private Home Guests:** Travelers staying as guests with friends or relatives.

**Receipts:** Travel expenditures less the sales and excise taxes imposed on those expenditures (also referred to as business receipts).

**Recreation:** Spending on amusement and recreation, such as admissions to tourist attractions.

**Retail Sales:** Spending for gifts, souvenirs and other items (excludes spending listed separately, such as food stores or recreation).

**Spending Distributions:** Information from visitor surveys showing how spending by each type of visitor is divided between various business categories.

**State Tax Receipts:** State sales taxes, business and occupation taxes, motor fuel taxes and car rental taxes attributable to travel expenditures.

**Transient Occupancy Tax:** A local tax charged on lodging (also referred to as room tax, transient lodging tax, hotel tax or bed tax).

**Travel:** A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

**Travel Arrangement:** Spending for fees paid to travel agents and tour operators.

**Traveler:** A person traveling in California. A traveler may be a California resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

**Vacation Home User:** Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where transient lodging tax is not collected.



**TRAVEL INDUSTRY BUSINESS CLASSIFICATIONS**  
**BY STANDARD INDUSTRIAL CLASSIFICATION (SIC CODE)**

Expenditure Category	Type of Business	SIC Code
Accommodations (hotels, motels, and other lodging places)	Hotels, Motels, and B&B Inns	701
	Camps and Recreation Vehicle Parks	703
Eating & Drinking (food and drink purchased for on-premise consumption)	Eating and Drinking Places	58
Food & Beverages (food and drink purchased for off-premise consumption)	Food Stores	54
Amusement/Recreation (admissions, recreation fees, recreation equipment rentals, etc.)	Amusement and Recreation Services	79
Automobile Rental	Passenger Car Rental	7514
Motor Fuel (fuel and other vehicle expenses during trip)	Gasoline Service Stations	554
Air Passenger Transportation	Air Passenger, Scheduled	4512
	Air Passenger, Nonscheduled	4522
	Airports & Services	4581
Local Transportation (taxi, bus and other local transportation)	Local Passenger Transportation	411
	Taxicabs	412
	Intercity and Rural Bus Transportation	413
	Bus Charter Service	414
Water Transportation (cruise ships, ferries, excursion and sightseeing boats)	Deep Sea Passenger Transportation	4481
	Ferries	4482
	Other Water Transportation of Passengers	4483
Travel Arrangement	Arrangement of Passenger Transportation	472
Retail Trade (personal items, gifts and other miscellaneous purchases)	General Merchandise Stores	53
	Miscellaneous Retail Stores	59

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